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# CURRENT INDUSTRIAL REPORTS

## Confectionery, Including Chocolate Products

### January 1970



U.S. DEPARTMENT OF COMMERCE / Bureau of the Census

FOR RELEASE: March 20, 1970

SERIES: M20C(70)-1

The statistics in this publication are based on a survey of manufacturers and represent the entire U.S. sales of confectionery by manufacturing establishments except in table 3. Estimates are included for establishments whose reports were not received in time for tabulation. A more complete description of the survey appears on page 3.

Table 1. **Summary of Manufacturers' Sales of  
Confectionery, 1968 to 1970**

(Thousand of dollars)

Month and year	Total	Manufacturer- wholesalers <sup>1</sup>	Manufacturer- retailers <sup>1</sup>
1970			
January.....	<sup>1</sup> 162,332	<sup>1</sup> 154,393	<sup>1</sup> 7,939
1969			
December.....	<sup>1r</sup> 163,126	<sup>1r</sup> 141,047	<sup>1r</sup> 22,079
November.....	173,498	162,158	11,340
October.....	186,734	179,009	7,725
September.....	193,123	186,623	6,500
August.....	131,330	125,912	5,418
July.....	105,918	101,590	4,328
June.....	115,147	108,866	6,281
May.....	117,858	110,766	7,092
April.....	134,907	123,481	11,425
March.....	152,247	141,892	10,121
February.....	156,247	146,371	9,876
January.....	146,321	139,075	7,246
1968			
December.....	139,172	119,112	20,060
November.....	172,464	160,847	11,617
October.....	187,709	180,762	6,947
September.....	194,124	187,791	6,633
August.....	127,103	121,939	5,164
July.....	97,035	92,831	4,204
June.....	106,921	103,207	3,714
May.....	113,405	107,734	5,671
April.....	125,913	114,136	11,777
March.....	142,379	135,000	7,379
February.....	150,445	141,809	8,636
January.....	147,959	141,354	6,605

<sup>r</sup>Revised by 5 percent or more from previously published data.

<sup>1</sup>A review of the data for the year 1969 indicates that the amounts estimated for small establishments not included in the survey were understated. Revised data for the months January through November 1969 will be issued in the near future and will result in raising the monthly estimates by approximately 5 percent. The revised data for December 1969 and the figures for January 1970 reflect the corrections for the small establishments together with other revisions for December.

TABLE 2.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS,  
BY KIND OF BUSINESS AND GEOGRAPHIC AREA

ITEM	JANUARY 1970	DECEMBER 1969	JANUARY 1969
	SALES (\$1,000)	SALES <sup>F</sup> (\$1,000)	SALES (\$1,000)
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA:			
UNITED STATES TOTAL . . . . .	154 393	141 047	139 075
NEW ENGLAND . . . . .	14 926	13 225	10 926
MIDDLE ATLANTIC . . . . .	54 977	49 513	50 449
NEW YORK AND NEW JERSEY . . . . .	16 735	18 820	15 834
PENNSYLVANIA . . . . .	38 242	30 693	34 615
EAST NORTH CENTRAL . . . . .	49 923	43 037	44 967
ILLINOIS . . . . .	43 413	36 789	38 237
OHIO AND INDIANA . . . . .	3 787	4 340	4 358
MICHIGAN AND WISCONSIN . . . . .	2 723	1 908	2 372
WEST NORTH CENTRAL . . . . .	8 936	11 781	7 990
MINNESOTA, KANSAS, S. DAKOTA & NEBRASKA . . . . .	5 495	7 176	4 916
IOWA AND MISSOURI . . . . .	3 451	4 605	3 074
SOUTH ATLANTIC . . . . .	5 376	5 535	5 553
MARYLAND, DISTRICT OF COLUMBIA, VIRGINIA, WEST VIRGINIA, NORTH CAROLINA, AND SOUTH CAROLINA . . . . .	2 080	1 934	2 395
GEORGIA AND FLORIDA . . . . .	3 296	3 601	3 158
EAST SOUTH CENTRAL (KENTUCKY, TENNESSEE, ALABAMA, AND MISSISSIPPI) . . . . .	2 644	2 518	2 600
WEST SOUTH CENTRAL (ARKANSAS, LOUISIANA, OKLAHOMA, AND TEXAS) . . . . .	7 065	3 424	6 037
MOUNTAIN (ARIZONA, COLORADO, IDAHO, NEW MEXICO, AND UTAH) . . . . .	2 629	3 292	2 082
PACIFIC . . . . .	7 917	8 722	9 471
CALIFORNIA . . . . .	6 645	7 146	6 807
WASHINGTON AND OREGON . . . . .	1 272	1 576	1 664

<sup>F</sup>Revised by 5 percent or more from previously published data.TABLE 3.--POUNDAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS,  
BY TYPE OF CONFECTIONERY

SIC CODE	TYPE OF PRODUCT	JANUARY 1970		DECEMBER 1969		JANUARY 1969	
		QUANTITY	VALUE	QUANTITY	VALUE	QUANTITY	VALUE
		THOUSAND POUNDS	THOUSAND DOLLARS	THOUSAND POUNDS	THOUSAND DOLLARS	THOUSAND POUNDS	THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS . . . . .	192 661	104 177	178 790	91 633	197 237	95 793
	PACKAGE GOODS MADE TO RETAIL AT:						
2071324	\$1.00 OR MORE PER POUND . . . . .	16 853	24 492	15 465	18 338	14 201	19 579
2071351	\$0.50 TO \$0.99 PER POUND . . . . .	23 309	12 847	24 462	12 992	21 641	11 139
2071371	LESS THAN \$0.50 PER POUND . . . . .	41 126	12 624	36 091	10 032	37 510	11 004
2070114	BAR GOODS . . . . .	68 528	35 907	63 600	33 717	80 378	36 652
2071201	5 CENT AND 10 CENT SPECIALTIES . . . . .	18 248	10 455	17 907	19 707	19 753	9 844
2070121	BULK GOODS, INCLUDING PENNY GOODS . . . . .	24 597	7 952	21 265	6 847	23 754	7 575

<sup>F</sup>Revised by 5 percent or more from previously published data.

## DESCRIPTION OF SURVEY

The statistics in this publication were collected on census Form M20C.1, "Monthly Confectionery Survey by Type of Confectionery Survey" from a sample of approximately 330 confectionery manufacturing establishments which account for approximately 90 percent of the total U.S. manufacturers' sales of confectionery products. The proportion estimated for the establishments which are not on the reporting panel varies by State and is based on their sales as reported in the Census of Manufactures.

The statistics presented in table 1 represent industry total sales figures which are based on the combined monthly sales totals reported by the 330 establishments in the reporting panel and which include estimates as described above.

Approximately 250 of the respondents are mailed Form M20C.2 on which the total monthly sales figure is the only item reported. The remaining establishments on the panel, which form a group of about 80 of the large manufacturer-wholesaler and chocolate-manufacturing concerns, report on Form M20C.1 on which detail by type of confectionery is requested in addition to the total sales figure. Aggregate figures for this group are presented in table 3. Comparison of table 3 with the second column of table 1 shows that the respondents on Form M20C.1 account for about 65 percent of the total estimated sales of manufacturer-wholesalers and chocolate-manufacturers.

The current month's figures include estimates for respondents in the reporting panel whose reports were not received in time for tabulation, as well as for small respondents excluded from the panel. Missing figures for companies in the reporting panel are imputed from the month-to-month movements shown by reporting firms. The overall imputation rate is generally limited to 25 percent, including about 10 percent for small respondents excluded from the monthly panel. Individual items with higher imputation rates are footnoted.

The imputation rate is not an explicit indicator of the potential error in published figures due to nonresponse, both because the actual monthly movements for nonrespondents may or may not closely agree with the imputed movements, and because the estimates for nonpanel cases may not reflect their current activity. The probable range of difference between the actual and imputed figures is unknown. The degree of uncertainty regarding the accuracy of the data, however, increases as the percentage of imputation increases. Figures with imputation rates above 25 percent, particularly, should be used with caution.

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Statistics for previous months may be revised, due to receipt of corrected data from respondents, including late reports for which estimates were made, and other corrections. Figures which were revised significantly are indicated by footnotes.

The data are not adjusted for seasonal variation of number of working days.

## RELATED REPORTS

An annual Current Industrial Report which includes only summary data is published in this series. This report consists partly of totals from the monthly reports and partly of data obtained as the result of a joint survey by the Bureau of the Census and Business and Defense Services Administration. In this joint undertaking, various statistics on confectionery are collected on census Form MA-20D. The results of the survey are published in detail in a report entitled, "Confectionery Manufacturers, Sales and Distribution" published by Business and Defense Services Administration.

## EXPLANATION OF TERMS

Manufacturer-wholesalers--Confectionery manufacturing establishments which sell primarily to wholesalers or retailers. This category includes chocolate manufacturers.

Manufacturer-retailers--Confectionery manufacturing establishments which sell primarily through their own retail outlets. Establishments which have only one retail outlet are not classified in manufacturing.

Sales--Manufacturer-wholesaler and chocolate-manufacturer sales represent f.o.b. plant value and exclude resales of goods purchased from other manufacturers or received from other plants of the reporting company.

Sales of manufacturer-retailers represent the value of goods transferred to retail outlets; they are approximately the commercial wholesale sales value and not the retail price to the consumer.

Products--In this survey, data are collected only for consumer type confectionery goods. Such data exclude cough drops, medicated candy, chewing gum, roasted peanuts, unsweetened popcorn, and fountain syrup.

Current Industrial Reports Series M20C(70)

**U.S. DEPARTMENT OF COMMERCE**  
**Bureau of the Census**  
Washington, D.C. 20233

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16 Apr 1970

# CURRENT INDUSTRIAL REPORTS

## Confectionery, Including Chocolate Products

February 1970

U.S. DEPARTMENT OF COMMERCE / Bureau of the Census



FOR RELEASE: April 16, 1970

SERIES: M20C(70)-2

The statistics in this publication are based on a survey of manufacturers and represent the entire U.S. sales of confectionery by manufacturing establishments except in table 3. Estimates are included for establishments whose reports were not received in time for tabulation. A more complete description of the survey appears on page 3.

Table 1. **Summary of Manufacturers' Sales of  
Confectionery, 1968 to 1970**

(Thousand of dollars)

Month and year	Total	Manufacturer- wholesalers <sup>1</sup>	Manufacturer- retailers <sup>1</sup>
1970			
February.....	171,650	154,628	17,022
January.....	159,106	150,407	8,699
1969			
December.....	163,126	141,047	22,079
November.....	173,498	162,158	11,340
October.....	186,734	179,009	7,725
September.....	193,123	186,623	6,500
August.....	131,330	125,912	5,418
July.....	105,918	101,590	4,328
June.....	115,147	108,866	6,281
May.....	117,858	110,766	7,092
April.....	134,907	123,481	11,425
March.....	152,247	141,892	10,121
February.....	156,247	146,371	9,876
January.....	146,321	139,075	7,246
1968			
December.....	139,172	119,112	20,060
November.....	172,464	160,847	11,617
October.....	187,709	180,762	6,947
September.....	194,124	187,791	6,633
August.....	127,103	121,939	5,164
July.....	97,035	92,831	4,204
June.....	106,921	103,207	3,714
May.....	113,405	107,734	5,671
April.....	125,913	114,136	11,777
March.....	142,379	135,000	7,379
February.....	150,445	141,809	8,636

<sup>1</sup> Revised by 5 percent or more from previously published data.

<sup>2</sup> A review of the data for the year 1969 indicates that the amounts estimated for small establishments not included in the survey were understated. Revised data for the months January through November 1969 will be issued in the near future and will result in raising the monthly estimates by approximately 5 percent. The revised data for December 1969 and the figures for 1970 reflect the corrections for the small establishments.

TABLE 2.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS,  
BY KIND OF BUSINESS AND GEOGRAPHIC AREA

ITEM	FEBRUARY 1970	JANUARY 1970	FEBRUARY 1969
	SALES	SALES	SALES
	(\$1,000)	(\$1,000)	(\$1,000)
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA:			
UNITED STATES TOTAL . . . . .	154 624	150 407	146 371
NEW ENGLAND . . . . .	9 420	15 349	8 764
MIDDLE ATLANTIC . . . . .	59 328	51 379	56 348
NEW YORK AND NEW JERSEY . . . . .	24 414	16 805	22 270
PENNSYLVANIA . . . . .	34 914	34 574	34 078
EAST NORTH CENTRAL . . . . .	51 007	49 082	53 089
ILLINOIS . . . . .	44 943	42 732	46 379
OHIO AND INDIANA . . . . .	3 827	3 791	4 611
MICHIGAN AND WISCONSIN . . . . .	2 237	2 559	2 099
WEST NORTH CENTRAL . . . . .	8 536	8 935	7 382
MINNESOTA, KANSAS, S. DAKOTA & NEBRASKA . . . . .	5 151	5 477	4 447
IOWA AND MISSOURI . . . . .	3 385	3 458	2 935
SOUTH ATLANTIC . . . . .	10 421	5 381	5 321
MARYLAND, DISTRICT OF COLUMBIA, VIRGINIA, WEST VIRGINIA, NORTH CAROLINA, AND SOUTH CAROLINA . . . . .	7 137	2 081	2 140
GEORGIA AND FLORIDA . . . . .	3 284	3 300	3 181
EAST SOUTH CENTRAL (KENTUCKY, TENNESSEE, ALABAMA, AND MISSISSIPPI) . . . . .	1 722	2 646	1 588
WEST SOUTH CENTRAL (ARKANSAS, LOUISIANA, OKLAHOMA, AND TEXAS) . . . . .	4 063	7 069	3 649
MOUNTAIN (ARIZONA, COLORADO, IDAHO, NEW MEXICO, AND UTAH) . . . . .	2 357	2 625	1 569
PACIFIC . . . . .	7 774	7 901	8 661
CALIFORNIA . . . . .	6 992	6 686	7 433
WASHINGTON AND OREGON . . . . .	782	1 215	1 228

† Revised by 5 percent or more from previously published data.

TABLE 3.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS,  
BY TYPE OF CONFECTIONERY

SIC CODE	TYPE OF PRODUCT	FEBRUARY 1970		JANUARY 1970		FEBRUARY 1969	
		QUANTITY	VALUE	QUANTITY	VALUE	QUANTITY	VALUE
		THOUSAND POUNDS	THOUSAND DOLLARS	THOUSAND POUNDS	THOUSAND DOLLARS	THOUSAND POUNDS	THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS . . . . .	215 661	107 114	181 689	99 791	219 311	100 997
	PACKAGE GOODS MADE TO RETAIL AT:						
2071324	\$1.00 OR MORE PER POUND . . . . .	9 252	10 943	16 829	24 510	8 283	9 102
2071351	\$0.50 TO \$0.99 PER POUND . . . . .	27 950	15 579	22 474	12 359	29 159	15 268
2071371	LESS THAN \$0.50 PER POUND . . . . .	46 118	13 770	38 115	11 477	42 241	12 938
2070114	BAR GOODS . . . . .	86 281	45 742	763 202	33 912	92 754	43 501
2071201	5 CENT AND 10 CENT SPECIALTIES . . . . .	25 155	14 174	17 935	10 147	25 939	13 569
2070121	BULK GOODS, INCLUDING PENNY GOODS . . . . .	20 905	6 905	123 134	7 386	20 935	6 619

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## DESCRIPTION OF SURVEY

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Current Industrial Reports Series M20C(70)

**U.S. DEPARTMENT OF COMMERCE**  
**Bureau of the Census**  
Washington, D.C. 20233

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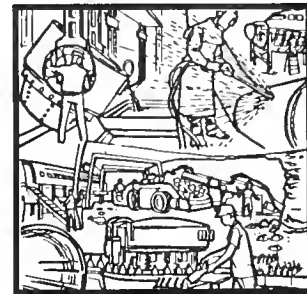


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# CURRENT INDUSTRIAL REPORTS

## Confectionery, Including Chocolate Products

### March 1970



U.S. DEPARTMENT OF COMMERCE / Bureau of the Census

FOR RELEASE: May 8, 1970

SERIES: M20C(70)-3

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**Table 1. Summary of Manufacturers' Sales of  
Confectionery, 1968 to 1970**

(Thousands of dollars)

Month and year	Total	Manufacturer- wholesalers <sup>1</sup>	Manufacturer- retailers <sup>1</sup>
<b>1970</b>			
March.....	163,947	150,842	13,105
February.....	176,812	159,781	17,031
January.....	159,106	150,407	8,699
<b>1969</b>			
December.....	163,126	141,047	22,079
November.....	173,498	162,158	11,340
October.....	186,734	179,009	7,725
September.....	193,123	186,623	6,500
August.....	131,330	125,912	5,418
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March.....	142,379	135,000	7,379

<sup>1</sup>A review of the data for the year 1969 indicates that the amounts estimated for small establishments not included in the survey were understated. Revised data for the months January through November 1969 will be issued in the near future and will result in raising the monthly estimates by approximately 5 percent. The revised data for December 1969 and the figures for 1970 reflect the corrections for the small establishments.

TABLE 2.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS:  
BY KIND OF BUSINESS AND GEOGRAPHIC AREA

ITEM	MARCH 1970	FEBRUARY 1970	MARCH 1969
	SALES	SALES	SALES
	(\$1,000)	(\$1,000)	(\$1,000)
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA:			
UNITED STATES TOTAL . . . . .	150 842	149 781	141 892
NEW ENGLAND . . . . .	9 238	9 505	9 206
MIDDLE ATLANTIC . . . . .	54 111	58 849	50 336
NEW YORK AND NEW JERSEY . . . . .	24 339	24 574	20 677
PENNSYLVANIA . . . . .	29 772	34 275	29 659
EAST NORTH CENTRAL . . . . .	53 581	56 675	52 278
ILLINOIS . . . . .	47 506	50 115	45 338
OHIO AND INDIANA . . . . .	4 569	4 320	5 260
MICHIGAN AND WISCONSIN . . . . .	1 506	2 240	1 680
WEST NORTH CENTRAL . . . . .	8 148	8 536	6 968
MINNESOTA, KANSAS, S. DAKOTA & NEBRASKA . . . . .	4 006	5 151	3 982
IOWA AND MISSOURI . . . . .	3 242	3 385	2 986
SOUTH ATLANTIC . . . . .	10 766	10 288	6 026
MARYLAND, DISTRICT OF COLUMBIA, VIRGINIA, WEST VIRGINIA, NORTH CAROLINA, AND SOUTH CAROLINA . . . . .	6 966	7 004	2 467
GEORGIA AND FLORIDA . . . . .	3 800	3 284	3 559
EAST SOUTH CENTRAL (KENTUCKY, TENNESSEE, ALABAMA, AND MISSISSIPPI) . . . . .	1 795	1 722	1 777
WEST SOUTH CENTRAL (ARKANSAS, LOUISIANA, OKLAHOMA, AND TEXAS) . . . . .	3 782	4 063	4 358
MOUNTAIN (ARIZONA, COLORADO, IDAHO, NEW MEXICO, AND UTAH) . . . . .	1 728	2 357	1 783
PACIFIC . . . . .	7 693	7 786	9 160
CALIFORNIA . . . . .	6 941	6 999	7 697
WASHINGTON AND OREGON . . . . .	752	787	1 463

<sup>†</sup>Revised by 5 percent or more from previously published data.

TABLE 3.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS:  
BY TYPE OF CONFECTIONERY

SIC CODE	TYPE OF PRODUCT	MARCH 1970		FEBRUARY 1970		MARCH 1969	
		QUANTITY	VALUE	QUANTITY	VALUE	QUANTITY	VALUE
		THOUSAND POUNDS	THOUSAND DOLLARS	THOUSAND POUNDS	THOUSAND DOLLARS	THOUSAND POUNDS	THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS. . . . .	204 609	102 663	214 484	106 810	214 808	96 871
	PACKAGE GOODS MADE TO RETAIL AT:						
2071324	\$1.00 OR MORE PER POUND . . . . .	6 799	7 395	9 252	10 943	7 780	8 520
2071351	\$0.50 TO \$0.99 PER POUND . . . . .	24 864	13 645	27 950	15 579	27 219	14 185
2071371	LESS THAN \$0.50 PER POUND . . . . .	36 908	11 146	44 695	13 742	42 844	12 100
2070114	BAR GOODS . . . . .	85 870	47 243	87 001	45 691	87 778	41 012
2071201	5 CENT AND 10 CENT SPECIALTIES . . . . .	28 675	16 315	25 155	14 174	27 939	13 532
2070121	BULK GOODS, INCLUDING PENNY GOODS . . . . .	21 394	6 919	20 431	6 690	21 239	6 522

## DESCRIPTION OF SURVEY

The statistics in this publication were collected on census Form M20C.1, "Monthly Confectionery Survey by Type of Confectionery Survey" from a sample of approximately 330 confectionery manufacturing establishments which account for approximately 90 percent of the total U.S. manufacturers' sales of confectionery products. The proportion estimated for the establishments which are not on the reporting panel varies by State and is based on their sales as reported in the Census of Manufactures.

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The current month's figures include estimates for respondents in the reporting panel whose reports were not received in time for tabulation, as well as for small respondents excluded from the panel. Missing figures for companies in the reporting panel are imputed from the month-to-month movements shown by reporting firms. The overall imputation rate is generally limited to 25 percent, including about 10 percent for small respondents excluded from the monthly panel. Individual items with higher imputation rates are footnoted.

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The data are not adjusted for seasonal variation of number of working days.

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## EXPLANATION OF TERMS

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Sales--Manufacturer-wholesaler and chocolate-manufacturer sales represent f.o.b. plant value and exclude resales of goods purchased from other manufacturers or received from other plants of the reporting company.

Sales of manufacturer-retailers represent the value of goods transferred to retail outlets; they are approximately the commercial wholesale sales value and not the retail price to the consumer.

Products--In this survey, data are collected only for consumer type confectionery goods. Such data exclude cough drops, medicated candy, chewing gum, roasted peanuts, unsweetened popcorn, and fountain syrup.

Current Industrial Reports Series M20C (70)

**U.S. DEPARTMENT OF COMMERCE**  
**Bureau of the Census**  
Washington, D.C. 20233

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# CURRENT INDUSTRIAL REPORTS

## Confectionery, Including Chocolate Products

April 1970

U.S. DEPARTMENT OF COMMERCE / Bureau of the Census



FOR RELEASE: June 8, 1970

SERIES: M20C(70)-4

The statistics in this publication are based on a survey of manufacturers and represent the entire U.S. sales of confectionery by manufacturing establishments except in table 3. Estimates are included for establishments whose reports were not received in time for tabulation. A more complete description of the survey appears on page 3.

Table 1. **Summary of Manufacturers' Sales of  
Confectionery, 1968 to 1970**

(Thousands of dollars)

Month and year	Total	Manufacturer- wholesalers <sup>1</sup>	Manufacturer- retailers <sup>1</sup>
1970			
April.....	129,048	123,027	6,020
March.....	164,861	151,142	13,719
February.....	176,812	159,781	17,031
January.....	159,106	150,407	8,699
1969			
December.....	163,126	141,047	22,079
November.....	173,498	162,158	11,340
October.....	186,734	179,009	7,725
September.....	193,123	186,623	6,500
August.....	131,330	125,912	5,418
July.....	105,918	101,590	4,328
June.....	115,147	108,866	6,281
May.....	117,858	110,766	7,092
April.....	134,907	123,481	11,425
March.....	152,247	141,892	10,121
February.....	156,247	146,371	9,876
January.....	146,321	139,075	7,246
1968			
December.....	139,172	119,112	20,060
November.....	172,464	160,847	11,617
October.....	187,709	180,762	6,947
September.....	194,124	187,791	6,633
August.....	127,103	121,939	5,164
July.....	97,035	92,831	4,204
June.....	106,921	103,207	3,714
May.....	113,405	107,734	5,671
April.....	125,913	114,136	11,777

<sup>1</sup>A review of the data for the year 1969 indicates that the amounts estimated for small establishments not included in the survey were understated. Revised data for the months January through November 1969 will be issued in the near future and will result in raising the monthly estimates by approximately 5 percent. The revised data for December 1969 and the figures for 1970 reflect the corrections for the small establishments.

TABLE 2.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS,  
BY KIND OF BUSINESS AND GEOGRAPHIC AREA

ITEM	APRIL 1970	MARCH 1970	APRIL 1969
	SALES (\$1,000)	SALES (\$1,000)	SALES (\$1,000)
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA, UNITED STATES TOTAL . . . . .	123 028	151 142	123 481
NEW ENGLAND . . . . .	8 848	9 723	7 695
MIDDLE ATLANTIC . . . . .	43 190	54 337	42 747
NEW YORK AND NEW JERSEY . . . . .	19 343	24 173	17 640
PENNSYLVANIA . . . . .	23 847	30 164	25 107
EAST NORTH CENTRAL . . . . .	40 742	53 458	44 343
ILLINOIS . . . . .	35 668	47 554	38 809
OHIO AND INDIANA . . . . .	3 402	4 405	3 738
MICHIGAN AND WISCONSIN . . . . .	1 672	1 499	1 796
WEST NORTH CENTRAL . . . . .	6 032	8 153	7 224
MINNESOTA, KANSAS, S. DAKOTA & NEBRASKA . . . . .	3 403	4 908	4 156
IOWA AND MISSOURI . . . . .	2 629	3 245	3 068
SOUTH ATLANTIC . . . . .	10 773	10 759	5 772
MARYLAND, DISTRICT OF COLUMBIA, VIRGINIA, WEST VIRGINIA, NORTH CAROLINA, AND SOUTH CAROLINA . . . . .	7 167	6 940	2 516
GEORGIA AND FLORIDA . . . . .	3 606	3 819	3 256
EAST SOUTH CENTRAL (KENTUCKY, TENNESSEE, ALABAMA, AND MISSISSIPPI) . . . . .	2 102	1 779	2 026
WEST SOUTH CENTRAL (ARKANSAS, LOUISIANA, OKLAHOMA, AND TEXAS) . . . . .	3 206	3 749	3 512
MOUNTAIN (ARIZONA, COLORADO, IDAHO, NEW MEXICO, AND UTAH) . . . . .	1 344	1 729	1 787
PACIFIC . . . . .	6 791	7 455	8 375
CALIFORNIA . . . . .	6 070	6 791	7 376
WASHINGTON AND OREGON . . . . .	721	664	999

<sup>F</sup>Revised by 5 percent or more from previously published data.

TABLE 3.--POUNDAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS,  
BY TYPE OF CONFECTIONERY

SIC CODE	TYPE OF PRODUCT	APRIL 1970		MARCH 1970		APRIL 1969	
		QUANTITY - THOUSAND POUNDS	VALUE - THOUSAND DOLLARS	QUANTITY - THOUSAND POUNDS	VALUE - THOUSAND DOLLARS	QUANTITY - THOUSAND POUNDS	VALUE - THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS . . . . .	151 513	75 679	202 713	100 518	184 510	81 955
	PACKAGE GOODS MADE TO RETAIL AT:						
2071324	\$1.00 OR MORE PER POUND . . . . .	6 272	7 045	6 598	7 211	6 408	7 414
2071351	\$0.50 TO \$0.99 PER POUND . . . . .	20 164	10 908	24 731	13 567	22 052	11 100
2071371	LESS THAN \$0.50 PER POUND . . . . .	29 032	8 028	36 265	10 812	32 974	8 827
2070114	BAR GOODS . . . . .	57 669	32 332	85 812	46 207	78 210	36 725
2071201	5 CENT AND 10 CENT SPECIALTIES . . . . .	20 423	11 338	27 879	15 879	23 344	11 361
2070121	BULK GOODS, INCLUDING PENNY GOODS . . . . .	17 953	6 028	21 428	6 842	21 522	6 528

## DESCRIPTION OF SURVEY

The statistics in this publication were collected on census Form M20C.1, "Monthly Confectionery Survey by Type of Confectionery Survey" from a sample of approximately 330 confectionery manufacturing establishments which account for approximately 90 percent of the total U.S. manufacturers' sales of confectionery products. The proportion estimated for the establishments which are not on the reporting panel varies by State and is based on their sales as reported in the Census of Manufactures.

The statistics presented in table 1 represent industry total sales figures which are based on the combined monthly sales totals reported by the 330 establishments in the reporting panel and which include estimates as described above.

Approximately 250 of the respondents are mailed Form M20C.2 on which the total monthly sales figure is the only item reported. The remaining establishments on the panel, which form a group of about 80 of the large manufacturer-wholesaler and chocolate-manufacturing concerns, report on Form M20C.1 on which detail by type of confectionery is requested in addition to the total sales figure. Aggregate figures for this group are presented in table 3. Comparison of table 3 with the second column of table 1 shows that the respondents on Form M20C.1 account for about 65 percent of the total estimated sales of manufacturer-wholesalers and chocolate-manufacturers.

The current month's figures include estimates for respondents in the reporting panel whose reports were not received in time for tabulation, as well as for small respondents excluded from the panel. Missing figures for companies in the reporting panel are imputed from the month-to-month movements shown by reporting firms. The overall imputation rate is generally limited to 25 percent, including about 10 percent for small respondents excluded from the monthly panel. Individual items with higher imputation rates are footnoted.

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## EXPLANATION OF TERMS

Manufacturer-wholesalers--Confectionery manufacturing establishments which sell primarily to wholesalers or retailers. This category includes chocolate manufacturers.

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Sales--Manufacturer-wholesaler and chocolate-manufacturer sales represent f.o.b. plant value and exclude resales of goods purchased from other manufacturers or received from other plants of the reporting company.

Sales of manufacturer-retailers represent the value of goods transferred to retail outlets; they are approximately the commercial wholesale sales value and not the retail price to the consumer.

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Current Industrial Reports Series M20C(70)

**U.S. DEPARTMENT OF COMMERCE**  
**Bureau of the Census**  
Washington, D.C. 20233

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# CURRENT INDUSTRIAL REPORTS

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## Confectionery, Including Chocolate Products

May 1970



U.S. DEPARTMENT OF COMMERCE / Bureau of the Census

FOR RELEASE: July 16, 1970

SERIES: M20C(70)-5

The statistics in this publication are based on a survey of manufacturers and represent the entire U.S. sales of confectionery by manufacturing establishments except in table 3. Estimates are included for establishments whose reports were not received in time for tabulation. A more complete description of the survey appears on page 3.

**Table 1. Summary of Manufacturers' Sales of  
Confectionery, 1968 to 1970**

(Thousands of dollars)

Month and year	Total	Manufacturer- wholesalers	Manufacturer- retailers
<b>1970</b>			
May.....	122,667	116,875	5,792
April.....	129,155	122,930	6,225
March.....	164,861	151,142	13,719
February.....	176,812	159,781	17,031
January.....	159,106	150,407	8,699
<b>1969<sup>1</sup></b>			
December.....	156,032	134,011	22,021
November.....	183,367	171,363	12,004
October.....	197,755	189,476	8,279
September.....	204,117	197,242	6,875
August.....	137,608	131,879	5,729
July.....	110,750	106,177	4,573
June.....	120,239	113,585	6,654
May.....	123,255	115,744	7,511
April.....	139,993	127,871	12,122
March.....	158,486	147,711	10,775
February.....	163,617	153,100	10,517
January.....	152,354	144,648	7,706
<b>1968</b>			
December.....	139,172	119,112	20,060
November.....	172,464	160,847	11,617
October.....	187,709	180,762	6,947
September.....	194,124	187,791	6,333
August.....	127,103	121,939	5,164
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May.....	113,405	107,734	5,671

<sup>1</sup>Revised data for all months of 1969 appear for the first time in this publication. See footnote to table 1 in the reports for previous months for explanation.

TABLE 2.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS,  
BY KIND OF BUSINESS AND GEOGRAPHIC AREA

ITEM	MAY 1970	APRIL 1970	MAY 1969
	SALES (\$1,000)	SALES (\$1,000)	SALES (\$1,000)
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA, UNITED STATES TOTAL . . . . .	116 875	122 930	115 744
NEW ENGLAND . . . . .	7 337	9 223	6 724
MIDDLE ATLANTIC . . . . .	39 787	43 174	44 611
NEW YORK AND NEW JERSEY . . . . .	19 305	19 522	18 546
PENNSYLVANIA . . . . .	20 482	23 652	26 065
EAST NORTH CENTRAL . . . . .	42 003	40 196	41 340
ILLINOIS . . . . .	37 041	35 118	35 941
OHIO AND INDIANA . . . . .	3 427	3 438	3 804
MICHIGAN AND WISCONSIN . . . . .	1 535	1 640	1 595
WEST NORTH CENTRAL . . . . .	5 327	5 990	5 318
MINNESOTA, KANSAS, S. DAKOTA & NEBRASKA . . . . .	2 795	3 359	2 652
IOWA AND MISSOURI . . . . .	2 532	2 631	2 666
SOUTH ATLANTIC . . . . .	10 818	10 787	5 011
MARYLAND, DISTRICT OF COLUMBIA, VIRGINIA, WEST VIRGINIA, NORTH CAROLINA, AND SOUTH CAROLINA . . . . .	7 269	7 167	2 085
GEORGIA AND FLORIDA . . . . .	3 549	3 620	2 926
EAST SOUTH CENTRAL (KENTUCKY, TENNESSEE, ALABAMA, AND MISSISSIPPI) . . . . .	1 857	2 114	1 645
WEST SOUTH CENTRAL (ARKANSAS, LOUISIANA, OKLAHOMA, AND TEXAS) . . . . .	2 432	3 206	2 651
MOUNTAIN (ARIZONA, COLORADO, IDAHO, NEW MEXICO, AND UTAH) . . . . .	1 014	1 390	884
PACIFIC . . . . .	6 300	6 850	7 560
CALIFORNIA . . . . .	5 826	6 249	6 699
WASHINGTON AND OREGON . . . . .	474	601	861

<sup>x</sup> Revised by 5 percent or more from previously published figures.

TABLE 3.--POUNDAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS,  
BY TYPE OF CONFECTIONERY

SIC CODE	TYPE OF PRODUCT	MAY 1970		APRIL 1970		MAY 1969	
		QUANTITY - THOUSAND POUNDS	VALUE - THOUSAND DOLLARS	QUANTITY - THOUSAND POUNDS	VALUE - THOUSAND DOLLARS	QUANTITY - THOUSAND POUNDS	VALUE - THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS. . . . .	155 608	71 804	152 341	76 481	179 201	75 214
	PACKAGE GOODS MADE TO RETAIL AT:						
2071324	\$1.00 OR MORE PER POUND . . . . .	3 350	3 353	6 466	7 243	3 246	3 409
2071351	\$0.50 TO \$0.99 PER POUND . . . . .	20 605	10 922	20 150	10 897	23 966	12 064
2071371	LESS THAN \$0.50 PER POUND . . . . .	34 123	9 297	28 850	8 124	34 650	8 750
2070114	BAR GOODS . . . . .	56 440	30 444	57 911	32 884	69 076	32 239
2071201	5 CENT AND 10 CENT SPECIALTIES . . . . .	20 702	11 288	20 426	11 293	25 543	11 923
2070121	BULK GOODS, INCLUDING PENNY GOODS . . . . .	20 388	6 500	18 538	6 035	22 720	6 820

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Current Industrial Reports Series M20C(70)

**U.S. DEPARTMENT OF COMMERCE**  
**Bureau of the Census**  
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## CURRENT INDUSTRIAL REPORTS

Confectionery, Including  
Chocolate Products

June 1970



U.S. DEPARTMENT OF COMMERCE / Bureau of the Census

FOR RELEASE: August 10, 1970

SERIES: M20C(70)-6

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Table 1. Summary of Manufacturers' Sales of  
Confectionery, 1968 to 1970

(Thousands of dollars)

Month and year	Total	Manufacturer- wholesalers	Manufacturer- retailers
1970			
June.....	132,037	126,536	5,501
May.....	123,718	117,714	6,004
April.....	129,155	122,930	6,225
March.....	164,861	151,142	13,719
February.....	176,812	159,781	17,031
January.....	159,106	150,407	8,699
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March.....	158,486	147,711	10,775
February.....	163,617	153,100	10,517
January.....	152,354	144,648	7,706
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<sup>1</sup>Revised data for all months of 1969 appear for the first time in this publication. See footnote to table 1 in the reports for previous months for explanation.

TABLE 2.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS,  
BY KIND OF BUSINESS AND GEOGRAPHIC AREA

ITEM	JUNE 1970	MAY 1970	JUNE 1969
	SALES	SALES	SALES
	(\$1,000)	(\$1,000)	(\$1,000)
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA:			
UNITED STATES TOTAL . . . . .	126 536	117 714	113 585
NEW ENGLAND . . . . .	7 942	7 337	6 698
MIDDLE ATLANTIC . . . . .	41 552	39 664	42 869
NEW YORK AND NEW JERSEY . . . . .	20 677	19 303	19 503
PENNSYLVANIA . . . . .	20 875	20 361	23 366
EAST NORTH CENTRAL . . . . .	47 301	42 236	41 140
ILLINOIS . . . . .	42 358	37 274	36 074
OHIO AND INDIANA . . . . .	3 503	3 427	3 556
MICHIGAN AND WISCONSIN . . . . .	1 440	1 535	1 510
WEST NORTH CENTRAL . . . . .	5 556	5 357	5 022
MINNESOTA, KANSAS, S. DAKOTA & NEBRASKA . . . . .	2 758	2 825	2 506
IOWA AND MISSOURI . . . . .	2 798	2 532	2 516
SOUTH ATLANTIC . . . . .	10 987	10 818	5 305
MARYLAND, DISTRICT OF COLUMBIA, VIRGINIA, WEST VIRGINIA, NORTH CAROLINA, AND SOUTH CAROLINA . . . . .	7 452	7 269	2 088
GEORGIA AND FLORIDA . . . . .	3 535	3 549	3 217
EAST SOUTH CENTRAL (KENTUCKY, TENNESSEE, ALABAMA, AND MISSISSIPPI) . . . . .	1 775	1 857	1 601
WEST SOUTH CENTRAL (ARKANSAS, LOUISIANA, OKLAHOMA, AND TEXAS) . . . . .	2 755	2 429	2 462
MOUNTAIN (ARIZONA, COLORADO, IDAHO, NEW MEXICO, AND UTAH) . . . . .	1 059	1 014	866
PACIFIC . . . . .	7 609	7 002	7 622
CALIFORNIA . . . . .	7 132	6 529	6 920
WASHINGTON AND OREGON . . . . .	477	473	702

<sup>r</sup>Revised by 5 percent or more from previously published data.

TABLE 3.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS,  
BY TYPE OF CONFECTIONERY

SIC CODE	TYPE OF PRODUCT	JUNE 1970		MAY 1970		JUNE 1969	
		QUANTITY	VALUE	QUANTITY	VALUE	QUANTITY	VALUE
		- THOUSAND POUNDS	- THOUSAND DOLLARS	- THOUSAND POUNDS	- THOUSAND DOLLARS	- THOUSAND POUNDS	- THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS. . . . .	177 180	80 585	155 987	72 102	180 388	74 991
	PACKAGE GOODS MADE TO RETAIL AT:						
2071324	\$1.00 OR MORE PER POUND . . . . .	2 851	2 869	3 350	3 353	3 075	2 847
2071351	\$0.50 TO \$0.99 PER POUND . . . . .	24 591	13 044	22 212	11 765	22 547	11 324
2071371	LESS THAN \$0.50 PER POUND . . . . .	39 256	9 674	33 845	9 212	36 699	9 256
2070114	BAR GOODS . . . . .	62 478	33 922	55 119	29 818	67 795	31 635
2071201	5 CENT AND 10 CENT SPECIALTIES . . . . .	24 843	13 825	21 056	11 436	29 378	13 731
2070121	BULK GOODS, INCLUDING PENNY GOODS . . . . .	23 161	7 251	20 405	6 518	20 894	6 198

<sup>r</sup>Revised by 5 percent or more from previously published figures.

## DESCRIPTION OF SURVEY

The statistics in this publication were collected on census Form M20C.1, "Monthly Confectionery Survey by Type of Confectionery Survey" from a sample of approximately 330 confectionery manufacturing establishments which account for approximately 90 percent of the total U.S. manufacturers' sales of confectionery products. The proportion estimated for the establishments which are not on the reporting panel varies by State and is based on their sales as reported in the Census of Manufactures.

The statistics presented in table 1 represent industry total sales figures which are based on the combined monthly sales totals reported by the 330 establishments in the reporting panel and which include estimates as described above.

Approximately 250 of the respondents are mailed Form M20C.2 on which the total monthly sales figure is the only item reported. The remaining establishments on the panel, which form a group of about 80 of the large manufacturer-wholesaler and chocolate-manufacturing concerns, report on Form M20C.1 on which detail by type of confectionery is requested in addition to the total sales figure. Aggregate figures for this group are presented in table 3. Comparison of table 3 with the second column of table 1 shows that the respondents on Form M20C.1 account for about 65 percent of the total estimated sales of manufacturer-wholesalers and chocolate-manufacturers.

The current month's figures include estimates for respondents in the reporting panel whose reports were not received in time for tabulation, as well as for small respondents excluded from the panel. Missing figures for companies in the reporting panel are imputed from the month-to-month movements shown by reporting firms. The overall imputation rate is generally limited to 25 percent, including about 10 percent for small respondents excluded from the monthly panel. Individual items with higher imputation rates are footnoted.

The imputation rate is not an explicit indicator of the potential error in published figures due to nonresponse, both because the actual monthly movements for nonrespondents may or may not closely agree with the imputed movements, and because the estimates for nonpanel cases may not reflect their current activity. The probable range of difference between the actual and imputed figures is unknown. The degree of uncertainty regarding the accuracy of the data, however, increases as the percentage of imputation increases. Figures with imputation rates above 25 percent, particularly, should be used with caution.

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The data are not adjusted for seasonal variation of number of working days.

## RELATED REPORTS

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## EXPLANATION OF TERMS

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Sales--Manufacturer-wholesaler and chocolate-manufacturer sales represent f.o.b. plant value and exclude resales of goods purchased from other manufacturers or received from other plants of the reporting company.

Sales of manufacturer-retailers represent the value of goods transferred to retail outlets; they are approximately the commercial wholesale sales value and not the retail price to the consumer.

Products--In this survey, data are collected only for consumer type confectionery goods. Such data exclude cough drops, medicated candy, chewing gum, roasted peanuts, unsweetened popcorn, and fountain syrup.

Current Industrial Reports Series M20C(70)

**U.S. DEPARTMENT OF COMMERCE**  
**Bureau of the Census**  
Washington, D.C. 20233

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## CURRENT INDUSTRIAL REPORTS

Confectionery, Including  
Chocolate Products

July 1970



U.S. DEPARTMENT OF COMMERCE / Bureau of the Census

FOR RELEASE: September 17, 1970

SERIES: M20C(70)-7

The statistics in this publication are based on a survey of manufacturers and represent the entire U.S. sales of confectionery by manufacturing establishments except in table 3. Estimates are included for establishments whose reports were not received in time for tabulation. A more complete description of the survey appears on page 3.

Table 1. Summary of Manufacturers' Sales of  
Confectionery, 1968 to 1970

(Thousands of dollars)

Month and year	Total	Manufacturer- wholesalers	Manufacturer- retailers
1970			
July.....	110,155	105,649	4,506
June.....	130,284	124,818	5,466
May.....	123,718	117,714	6,004
April.....	129,155	122,930	6,225
March.....	164,861	151,142	13,719
February.....	176,812	159,781	17,031
January.....	159,106	150,407	8,699
1969 <sup>1</sup>			
December.....	156,032	134,011	22,021
November.....	183,367	171,363	12,004
October.....	197,755	189,476	8,279
September.....	204,117	197,242	6,875
August.....	137,608	131,879	5,729
July.....	110,750	106,177	4,573
June.....	120,239	113,585	6,654
May.....	123,255	115,744	7,511
April.....	139,993	127,871	12,122
March.....	158,486	147,711	10,775
February.....	163,617	153,100	10,517
January.....	152,354	144,648	7,706
1968			
December.....	139,172	119,112	20,060
November.....	172,464	160,847	11,617
October.....	187,709	180,762	6,947
September.....	194,124	187,791	6,633
August.....	127,103	121,939	5,164
July.....	97,035	92,831	4,204

<sup>1</sup>Revised data for all months of 1969 appear for the first time in this publication. See footnote to table 1 in the reports for previous months for explanation.

TABLE 2.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS,  
BY KIND OF BUSINESS AND GEOGRAPHIC AREA

ITEM	JULY 1970	JUNE 1970	JULY 1969
	SALES (\$1,000)	SALES (\$1,000)	SALES (\$1,000)
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA, UNITED STATES TOTAL . . . . .	105 649	124 818	106 177
NEW ENGLAND . . . . .	6 455	7 947	4 730
MIDDLE ATLANTIC . . . . .	35 805	41 058	43 190
NEW YORK AND NEW JERSEY . . . . .	15 772	20 746	13 798
PENNSYLVANIA . . . . .	20 033	20 312	29 392
EAST NORTH CENTRAL . . . . .	36 962	46 217	38 337
ILLINOIS . . . . .	32 760	41 278	33 586
OHIO AND INDIANA . . . . .	2 889	3 499	3 424
MICHIGAN AND WISCONSIN . . . . .	1 313	1 440	1 327
WEST NORTH CENTRAL . . . . .	4 929	5 527	4 896
MINNESOTA, KANSAS, S. DAKOTA & NEBRASKA . . . . .	2 291	2 758	2 379
IOWA AND MISSOURI . . . . .	2 638	2 769	2 517
SOUTH ATLANTIC . . . . .	10 195	10 873	5 123
MARYLAND, DISTRICT OF COLUMBIA, VIRGINIA, WEST VIRGINIA, NORTH CAROLINA, AND SOUTH CAROLINA . . . . .	6 872	7 451	2 222
GEORGIA AND FLORIDA . . . . .	3 323	3 422	2 901
EAST SOUTH CENTRAL (KENTUCKY, TENNESSEE, ALABAMA, AND MISSISSIPPI) . . . . .	1 830	1 775	1 527
WEST SOUTH CENTRAL (ARKANSAS, LOUISIANA, OKLAHOMA, AND TEXAS) . . . . .	2 409	2 755	1 859
MOUNTAIN (ARIZONA, COLORADO, IDAHO, NEW MEXICO, AND UTAH) . . . . .	877	1 076	774
PACIFIC . . . . .	6 187	7 590	5 741
CALIFORNIA . . . . .	5 786	7 132	5 080
WASHINGTON AND OREGON . . . . .	401	458	661

TABLE 3.--POUNDAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS,  
BY TYPE OF CONFECTIONERY

SIC CODE	TYPE OF PRODUCT	JULY 1970		JUNE 1970		JULY 1969	
		QUANTITY - THOUSAND POUNDS	VALUE - THOUSAND DOLLARS	QUANTITY - THOUSAND POUNDS	VALUE - THOUSAND DOLLARS	QUANTITY - THOUSAND POUNDS	VALUE - THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS . . . . .	140 106	65 930	176 524	80 044	147 699	69 628
	PACKAGE GOODS MADE TO RETAIL AT:						
2071324	\$1.00 OR MORE PER POUND . . . . .	2 458	2 631	2 820	2 815	2 547	2 576
2071351	\$0.50 TO \$0.99 PER POUND . . . . .	20 701	11 038	24 468	12 999	19 136	12 511
2071371	LESS THAN \$0.50 PER POUND . . . . .	28 416	3 151	39 034	9 598	30 063	8 758
2070114	BAR GOODS . . . . .	49 146	27 257	62 477	33 615	55 613	20 883
2071201	5 CENT AND 10 CENT SPECIALTIES . . . . .	19 986	10 678	24 839	13 823	19 903	9 342
2070121	BULK GOODS, INCLUDING PENNY GOODS . . . . .	19 399	6 175	22 886	7 194	20 437	6 555

## DESCRIPTION OF SURVEY

The statistics in this publication were collected on census Form M20C.1, "Monthly Confectionery Survey by Type of Confectionery Survey" from a sample of approximately 330 confectionery manufacturing establishments which account for approximately 90 percent of the total U.S. manufacturers' sales of confectionery products. The proportion estimated for the establishments which are not on the reporting panel varies by State and is based on their sales as reported in the Census of Manufactures.

The statistics presented in table 1 represent industry total sales figures which are based on the combined monthly sales totals reported by the 330 establishments in the reporting panel and which include estimates as described above.

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## EXPLANATION OF TERMS

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Current Industrial Reports Series M20C(70)

**U.S. DEPARTMENT OF COMMERCE**  
**Bureau of the Census**  
Washington, D.C. 20233

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M20C(70)-8CURRENT INDUSTRIAL REPORTS  
**Confectionery, Including  
Chocolate Products**  
August 1970

U.S. DEPARTMENT OF COMMERCE / Bureau of the Census

FOR RELEASE: October 9, 1970

SERIES: M20C(70)-8

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**Table 1. Summary of Manufacturers' Sales of  
Confectionery, 1968 to 1970**

(Thousands of dollars)

Month and year	Total	Manufacturer- wholesalers	Manufacturer- retailers
1970			
August.....	138,709	134,271	4,438
July.....	114,445	109,904	4,541
June.....	130,284	124,818	5,466
May.....	123,718	117,714	6,004
April.....	129,155	122,930	6,225
March.....	164,861	151,142	13,719
February.....	176,812	159,781	17,031
January.....	159,106	150,407	8,699
1969			
December.....	156,032	134,011	22,021
November.....	183,367	171,363	12,004
October.....	197,755	189,476	8,279
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March.....	158,486	147,711	10,775
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January.....	152,354	144,648	7,706
1968			
December.....	139,172	119,112	20,060
November.....	172,464	160,847	11,617
October.....	187,709	180,762	6,947
September.....	194,124	187,791	6,333
August.....	127,103	121,939	5,164

TABLE 2.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS,  
BY KIND OF BUSINESS AND GEOGRAPHIC AREA

ITEM	AUGUST 1970	JULY 1970	AUGUST 1969
	SALES	SALES	SALES
	(\$1,000)	(\$1,000)	(\$1,000)
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA:			
UNITED STATES TOTAL . . . . .	134 271	109 934	131 879
NEW ENGLAND . . . . .	8 775	6 440	7 711
MIDDLE ATLANTIC . . . . .	48 664	35 454	50 435
NEW YORK AND NEW JERSEY . . . . .	21 689	15 537	19 871
PENNSYLVANIA . . . . .	26 975	19 897	30 564
EAST NORTH CENTRAL . . . . .	49 105	37 649	49 896
ILLINOIS . . . . .	43 769	33 494	43 683
OHIO AND INDIANA . . . . .	3 427	2 842	3 744
MICHIGAN AND WISCONSIN . . . . .	1 909	1 313	2 469
WEST NORTH CENTRAL . . . . .	5 236	5 018	5 162
MINNESOTA, KANSAS, S. DAKOTA & NEBRASKA . . . . .	2 507	2 322	2 543
IOWA AND MISSOURI . . . . .	2 729	2 696	2 619
SOUTH ATLANTIC . . . . .	9 595	12 574	5 541
MARYLAND, DISTRICT OF COLUMBIA, VIRGINIA, WEST VIRGINIA, NORTH CAROLINA, AND SOUTH CAROLINA . . . . .	6 312	9 311	2 564
GEORGIA AND FLORIDA . . . . .	3 283	3 263	2 977
EAST SOUTH CENTRAL (KENTUCKY, TENNESSEE, ALABAMA, AND MISSISSIPPI) . . . . .	1 464	3 297	1 579
WEST SOUTH CENTRAL (ARKANSAS, LOUISIANA, OKLAHOMA, AND TEXAS) . . . . .	2 180	2 409	3 410
MOUNTAIN (ARIZONA, COLORADO, IDAHO, NEW MEXICO, AND UTAH) . . . . .	1 119	888	936
PACIFIC . . . . .	8 113	6 175	7 209
CALIFORNIA . . . . .	7 678	5 774	6 281
WASHINGTON AND OREGON . . . . .	435	401	928

<sup>1</sup> Revised by 5 percent or more from previously published figures.

TABLE 3.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALESALE AND CHOCOLATE MANUFACTURERS,  
BY TYPE OF CONFECTIONERY

SIC CODE	TYPE OF PRODUCT	AUGUST 1970		JULY 1970		AUGUST 1969	
		QUANTITY	VALUE	QUANTITY	VALUE	QUANTITY	VALUE
		THOUSAND POUNDS	THOUSAND DOLLARS	THOUSAND POUNDS	THOUSAND DOLLARS	THOUSAND POUNDS	THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS . . . . .	188 848	94 238	140 873	65 958	195 608	89 169
	PACKAGE GOODS MADE TO RETAIL AT:						
2071324	\$1.00 OR MORE PER POUND . . . . .	3 651	3 566	2 511	2 653	3 936	3 658
2071351	\$0.50 TO \$0.99 PER POUND . . . . .	38 374	20 285	20 681	11 030	30 807	15 766
2071371	LESS THAN \$0.50 PER POUND . . . . .	35 217	10 769	28 028	7 939	40 107	13 095
2070114	BAR GOODS . . . . .	65 530	39 427	50 146	27 841	69 814	36 090
2071201	5 CENT AND 10 CENT SPECIALTIES . . . . .	20 854	11 667	20 601	10 369	26 830	12 690
2070121	BULK GOODS, INCLUDING PENNY GOODS . . . . .	25 213	8 524	18 906	6 126	25 105	7 861

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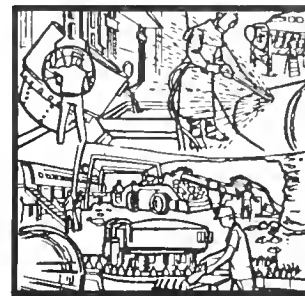
**U.S. DEPARTMENT OF COMMERCE**  
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Washington, D.C. 20233

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M20C(70)-9CURRENT INDUSTRIAL REPORTS  
**Confectionery, Including  
Chocolate Products**  
September 1970

U.S. DEPARTMENT OF COMMERCE / Bureau of the Census

FOR RELEASE: November 9, 1970

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Table 1. **Summary of Manufacturers' Sales of  
Confectionery, 1968 to 1970**

(Thousands of dollars)

Month and year	Total	Manufacturer- wholesalers	Manufacturer- retailers
1970			
September.....	235,155	228,584	6,571
August.....	137,521	132,915	4,606
July.....	114,445	109,904	4,541
June.....	130,284	124,818	5,466
May.....	123,718	117,714	6,004
April.....	129,155	122,930	6,225
March.....	164,861	151,142	13,719
February.....	176,812	159,781	17,031
January.....	159,106	150,407	8,699
1969			
December.....	156,032	134,011	22,021
November.....	183,367	171,363	12,004
October.....	197,755	189,476	8,279
September.....	204,117	197,242	6,875
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September.....	194,124	187,791	6,633

TABLE 2.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS,  
BY KIND OF BUSINESS AND GEOGRAPHIC AREA

	SEPTEMBER 1970	AUGUST 1970	SEPTEMBER 1969
ITEM	SALES (\$1,000)	SALES (\$1,000)	SALES (\$1,000)
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA:			
UNITED STATES TOTAL . . . . .	228 584	132 015	197 242
NEW ENGLAND . . . . .	15 433	8 806	10 911
MIDDLE ATLANTIC . . . . .	90 557	50 414	81 734
NEW YORK AND NEW JERSEY . . . . .	39 439	23 439	31 429
PENNSYLVANIA . . . . .	51 118	26 975	50 305
EAST NORTH CENTRAL . . . . .	84 423	50 378	72 409
ILLINOIS . . . . .	72 895	45 009	61 220
OHIO AND INDIANA . . . . .	8 083	3 427	7 667
MICHIGAN AND WISCONSIN . . . . .	3 445	1 942	3 522
WEST NORTH CENTRAL . . . . .	6 118	4 346	4 528
MINNESOTA, KANSAS, S. DAKOTA & NEBRASKA . . . . .	3 639	2 213	2 190
IOWA AND MISSOURI . . . . .	2 479	2 136	2 338
SOUTH ATLANTIC . . . . .	7 658	6 164	8 156
MARYLAND, DISTRICT OF COLUMBIA, VIRGINIA, WEST VIRGINIA, NORTH CAROLINA, AND SOUTH CAROLINA . . . . .	3 724	2 881	3 382
GEORGIA AND FLORIDA . . . . .	4 234	3 283	4 774
EAST SOUTH CENTRAL (KENTUCKY, TENNESSEE, ALABAMA, AND MISSISSIPPI) . . . . .	3 014	1 484	2 966
WEST SOUTH CENTRAL (ARKANSAS, LOUISIANA, OKLAHOMA, AND TEXAS) . . . . .	6 893	2 180	5 305
MOUNTAIN (ARIZONA, COLORADO, IDAHO, NEW MEXICO, AND UTAH) . . . . .	1 331	1 020	771
PACIFIC . . . . .	12 857	8 117	10 426
CALIFORNIA . . . . .	11 072	7 547	8 733
WASHINGTON AND OREGON . . . . .	1 785	570	1 693

<sup>†</sup>Revised by 5 percent or more from previously published figures.

TABLE 3.--POUNDAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS,  
BY TYPE OF CONFECTIONERY

SIC CODE	TYPE OF PRODUCT	SEPTEMBER 1970		AUGUST 1970		SEPTEMBER 1969	
		QUANTITY THOUSAND POUNDS	VALUE THOUSAND DOLLARS	QUANTITY THOUSAND POUNDS	VALUE THOUSAND DOLLARS	QUANTITY THOUSAND POUNDS	VALUE THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS . . . . .	299 463	153 432	191 878	95 876	288 679	136 878
	PACKAGE GOODS MADE TO RETAIL AT:						
2071324	\$1.00 OR MORE PER POUND . . . . .	13 064	13 317	35 289	34 991	7 401	7 898
2071351	\$0.50 TO \$0.99 PER POUND . . . . .	67 320	36 054	37 944	20 045	50 035	26 530
2071371	LESS THAN \$0.50 PER POUND . . . . .	63 509	20 165	34 907	10 736	62 753	19 527
2070114	BAR GOODS . . . . .	90 528	55 652	66 593	39 607	101 439	55 569
2071201	5 CENT AND 10 CENT SPECIALTIES . . . . .	27 058	15 874	21 036	11 672	31 586	15 985
2070121	BULK GOODS, INCLUDING PENNY GOODS . . . . .	37 978	12 370	26 019	8 625	35 375	11 369

<sup>†</sup>Revised by 5 percent or more from previously published figures.

## DESCRIPTION OF SURVEY

The statistics in this publication were collected on census Form M20C.1, "Monthly Confectionery Survey by Type of Confectionery Survey" from a sample of approximately 330 confectionery manufacturing establishments which account for approximately 90 percent of the total U.S. manufacturers' sales of confectionery products. The proportion estimated for the establishments which are not on the reporting panel varies by State and is based on their sales as reported in the Census of Manufactures.

The statistics presented in table 1 represent industry total sales figures which are based on the combined monthly sales totals reported by the 330 establishments in the reporting panel and which include estimates as described above.

Approximately 250 of the respondents are mailed Form M20C.2 on which the total monthly sales figure is the only item reported. The remaining establishments on the panel, which form a group of about 80 of the large manufacturer-wholesaler and chocolate-manufacturing concerns, report on Form M20C.1 on which detail by type of confectionery is requested in addition to the total sales figure. Aggregate figures for this group are presented in table 3. Comparison of table 3 with the second column of table 1 shows that the respondents on Form M20C.1 account for about 65 percent of the total estimated sales of manufacturer-wholesalers and chocolate-manufacturers.

The current month's figures include estimates for respondents in the reporting panel whose reports were not received in time for tabulation, as well as for small respondents excluded from the panel. Missing figures for companies in the reporting panel are imputed from the month-to-month movements shown by reporting firms. The overall imputation rate is generally limited to 25 percent, including about 10 percent for small respondents excluded from the monthly panel. Individual items with higher imputation rates are footnoted.

The imputation rate is not an explicit indicator of the potential error in published figures due to nonresponse, both because the actual monthly movements for nonrespondents may or may not closely agree with the imputed movements, and because the estimates for nonpanel cases may not reflect their current activity. The probable range of difference between the actual and imputed figures is unknown. The degree of uncertainty regarding the accuracy of the data, however, increases as the percentage of imputation increases. Figures with imputation rates above 25 percent, particularly, should be used with caution.

Statistics for previous months may be revised, due to receipt of corrected data from respondents, including late reports for which estimates were made, and other corrections. Figures which were revised significantly are indicated by footnotes.

The data are not adjusted for seasonal variation or number of working days.

## RELATED REPORTS

An annual Current Industrial Report which includes only summary data is published in this series. This report consists partly of totals from the monthly reports and partly of data obtained as the result of a joint survey by the Bureau of the Census and Business and Defense Services Administration. In this joint undertaking, various statistics on confectionery are collected on census Form MA-20D. The results of the survey are published in detail in a report entitled, "Confectionery Manufacturers, Sales and Distribution" published by Business and Defense Services Administration.

## EXPLANATION OF TERMS

Manufacturer-wholesalers--Confectionery manufacturing establishments which sell primarily to wholesalers or retailers. This category includes chocolate manufacturers.

Manufacturer-retailers--Confectionery manufacturing establishments which sell primarily through their own retail outlets. Establishments which have only one retail outlet are not classified in manufacturing.

Sales--Manufacturer-wholesaler and chocolate-manufacturer sales represent f.o.b. plant value and exclude resales of goods purchased from other manufacturers or received from other plants of the reporting company.

Sales of manufacturer-retailers represent the value of goods transferred to retail outlets; they are approximately the commercial wholesale sales value and not the retail price to the consumer.

Products--In this survey, data are collected only for consumer type confectionery goods. Such data exclude cough drops, medicated candy, chewing gum, roasted peanuts, unsweetened popcorn, and fountain syrup.

Bar goods--Bar goods includes plain, coated, and molded bars with or without nuts which are wrapped with not more than two pieces to the individual consumer-unit; the consumer-units are retailed separately or in economy packages.

Bulk goods--Bulk goods includes penny goods, hard candies, coated nuts, peanut brittle, unpackaged chocolates, etc., usually wholesaled in containers over 5 pounds and weighed out by the retailer to be sold by the pound or fraction thereof.

5-cent and 10-cent specialties--These are confectionery items of more than two pieces to the individual consumer-unit and novelty items, intended to retail at the above prices. Rolls or packets of mints, fruit drops, holiday novelties,

candy toys and similiar types of confections are included but cough drops and chewing gum are excluded.

Packaged goods--This includes assorted chocolate and other confections packaged in consumer-type boxes, bags, window-boxes, etc., designed to retail at \$1 or more, 50 cents to 99 cents, and less than 50 cents per pound. Miniature bars are included here as are packages of marshmallows sugar coated popcorn, and similar packaged confections.



## CURRENT INDUSTRIAL REPORTS

Confectionery, Including  
Chocolate Products

October 1970



U.S. DEPARTMENT OF COMMERCE / Bureau of the Census

FOR RELEASE: December 7, 1970

SERIES: M20C(70)-10

The statistics in this publication are based on a survey of manufacturers and represent the entire U.S. sales of confectionery by manufacturing establishments except in table 3. Estimates are included for establishments whose reports were not received in time for tabulation. A more complete description of the survey appears on page 3.

Table 1. **Summary of Manufacturers' Sales of  
Confectionery, 1968 to 1970**

(Thousands of dollars)

Month and year	Total	Manufacturer- wholesalers	Manufacturer- retailers
1970			
October.....	195,212	187,957	7,255
September.....	214,300	207,713	6,587
August.....	137,654	133,048	4,606
July.....	114,539	109,998	4,541
June.....	130,391	124,925	5,466
May.....	123,828	117,824	6,004
April.....	129,295	123,070	6,225
March.....	165,025	151,306	13,719
February.....	176,995	159,964	17,031
January.....	159,400	150,701	8,699
1969			
December.....	156,032	134,011	22,021
November.....	183,367	171,363	12,004
October.....	197,755	189,476	8,279
September.....	204,117	197,242	6,875
August.....	137,608	131,879	5,729
July.....	110,750	106,177	4,573
June.....	120,239	113,585	6,654
May.....	123,255	115,744	7,511
April.....	139,993	127,871	12,122
March.....	158,486	147,711	10,775
February.....	163,617	153,100	10,517
January.....	152,354	144,648	7,706
1968			
December.....	139,172	119,112	20,060
November.....	172,464	160,847	11,617
October.....	187,709	180,762	6,947

TABLE 2.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS,  
BY KIND OF BUSINESS AND GEOGRAPHIC AREA

ITEM	OCTOBER 1970	SEPTEMBER 1970	OCTOBER 1969
	SALES	SALES	SALES
	(\$1,000)	(\$1,000)	(\$1,000)
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA:			
UNITED STATES TOTAL . . . . .	187 957	207 713	189 476
NEW ENGLAND . . . . .	13 359	<sup>1</sup> 12 872	11 732
MIDDLE ATLANTIC . . . . .	64 060	<sup>1</sup> 78 684	66 829
NEW YORK AND NEW JERSEY . . . . .	28 533	<sup>1</sup> 36 034	23 711
PENNSYLVANIA . . . . .	35 527	<sup>1</sup> 42 650	43 118
EAST NORTH CENTRAL . . . . .	70 227	79 839	70 917
ILLINOIS . . . . .	60 796	69 793	60 117
OHIO AND INDIANA . . . . .	6 995	<sup>1</sup> 6 709	8 205
MICHIGAN AND WISCONSIN . . . . .	2 438	3 337	2 595
WEST NORTH CENTRAL . . . . .	6 894	6 107	7 887
MINNESOTA, KANSAS, S. DAKOTA & NEBRASKA . . . . .	3 505	<sup>1</sup> 3 429	3 835
IOWA AND MISSOURI . . . . .	3 389	<sup>1</sup> 2 678	4 052
SOUTH ATLANTIC . . . . .	11 259	8 567	9 326
MARYLAND, DISTRICT OF COLUMBIA, VIRGINIA, WEST VIRGINIA, NORTH CAROLINA, AND SOUTH CAROLINA . . . . .	4 378	<sup>1</sup> 4 333	3 245
GEORGIA AND FLORIDA . . . . .	6 881	4 234	6 081
EAST SOUTH CENTRAL (KENTUCKY, TENNESSEE, ALABAMA, AND MISSISSIPPI) . . . . .	4 487	<sup>1</sup> 2 467	5 385
WEST SOUTH CENTRAL (ARKANSAS, LOUISIANA, OKLAHOMA, AND TEXAS) . . . . .	5 315	<sup>1</sup> 5 457	5 067
MOUNTAIN (ARIZONA, COLORADO, IDAHO, NEW MEXICO, AND UTAH) . . . . .	1 910	1 404	1 866
PACIFIC . . . . .	10 446	12 316	10 467
CALIFORNIA . . . . .	9 015	<sup>1</sup> 10 313	8 438
WASHINGTON AND OREGON (1) . . . . .	1 431	2 003	2 029

<sup>1</sup>Revised by 5 percent or more from previously published figures.<sup>2</sup>The data for January through August for the States of Washington and Oregon should be revised to read as follows:

Item	January	February	March	April	May	June	July	August
Published.....	1,215	787	644	601	473	458	401	570
Revised.....	1,506	970	828	741	583	565	495	703

TABLE 3.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS,  
BY TYPE OF CONFECTIONERY

SIC CODE	TYPE OF PRODUCT	OCTOBER 1970		SEPTEMBER 1970		OCTOBER 1969	
		QUANTITY	VALUE	QUANTITY	VALUE	QUANTITY	VALUE
		- THOUSAND POUNDS	- THOUSAND DOLLARS	- THOUSAND POUNDS	- THOUSAND DOLLARS	- THOUSAND POUNDS	- THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS. . . . .	240 973	126 720	300 174	153 864	254 780	124 823
	PACKAGE GOODS MADE TO RETAIL AT:						
2071324	\$1.00 OR MORE PER POUND . . . . .	17 342	17 210	13 076	13 339	11 810	12 327
2071351	\$0.50 TO \$0.99 PER POUND . . . . .	51 159	27 944	67 553	36 313	47 426	25 593
2071371	LESS THAN \$0.50 PER POUND . . . . .	47 887	16 543	63 112	20 014	50 822	16 844
2070114	BAR GOODS. . . . .	71 123	42 171	90 992	55 778	89 414	47 445
2071201	5 CENT AND 10 CENT SPECIALTIES . . . . .	20 823	12 475	27 117	15 889	22 466	12 034
2070121	BULK GOODS, INCLUDING PENNY GOODS. . . . .	32 639	10 377	38 324	12 531	32 842	10 560



## CURRENT INDUSTRIAL REPORTS

Change Sheet  
Confectionery, Including  
Chocolate Products  
October 1970

U.S. DEPARTMENT OF COMMERCE / Bureau of the Census

FOR RELEASE: December 30, 1970

SERIES: M20C(70)-10

Data for tables 1, 2, and 3 should be revised to read as follows for the months of October and September 1970.

Table 1.--SUMMARY OF MANUFACTURERS' SALES OF CONFECTIONERY, 1968 TO 1970

(Thousands of dollars)

Month and year	Total	Manufacturer- wholesalers	Manufacturer- retailers
1970			
October:			
As published.....	195,212	187,957	7,255
As revised.....	192,251	184,996	(NC)
September:			
As published.....	214,300	207,713	6,587
As revised.....	212,040	205,453	(NC)

Table 2.--Dollar Sales of Confectionery and Competitive Chocolate  
Products, By Kind of Business and Geographic Area

Item	October 1970 Sales (\$1,000)	September 1970 Sales (\$1,000)
Estimated Total Sales of confectionery and competitive chocolate products, by kind of business and geographic area, United States, total:		
As published.....	187,957	207,713
As revised.....	184,996	205,453
East North Central:		
As published.....	70,227	79,839
As revised.....	67,266	77,579
Illinois:		
As published.....	60,796	69,793
As revised.....	57,835	67,533

Table 3.--Poundage and Dollar Sales of Selected Manufacturer-  
Wholesalers and Chocolate Manufacturers, By Type of  
Confectionery

SIC Code	Type of Product	October		September	
		Quantity thousand pounds	Value thousand dollars	Quantity thousand pounds	Value thousand dollars
	Total sales of selected establishments:				
	As published.....	240,973	126,720	300,174	153,86
	As revised.....	236,252	122,750	296,055	150,48
	Package goods made to retail at:				
2071324	\$1.00 or more per pound:				
	As published.....	17,342	17,210	13,076	13,33
	As revised.....	13,323	14,064	9,496	10,58
2070114	Bar goods:				
	As published.....	71,123	42,171	90,992	55,77
	As revised.....	70,421	41,347	90,453	55,15

## DESCRIPTION OF SURVEY

The statistics in this publication were collected on census Form M20C.1, "Monthly Confectionery Survey by Type of Confectionery Survey" from a sample of approximately 330 confectionery manufacturing establishments which account for approximately 90 percent of the total U.S. manufacturers' sales of confectionery products. The proportion estimated for the establishments which are not on the reporting panel varies by State and is based on their sales as reported in the Census of Manufactures.

The statistics presented in table 1 represent industry total sales figures which are based on the combined monthly sales totals reported by the 330 establishments in the reporting panel and which include estimates as described above.

Approximately 250 of the respondents are mailed Form M20C.2 on which the total monthly sales figure is the only item reported. The remaining establishments on the panel, which form a group of about 80 of the large manufacturer-wholesaler and chocolate-manufacturing concerns, report on Form M20C.1 on which detail by type of confectionery is requested in addition to the total sales figure. Aggregate figures for this group are presented in table 3. Comparison of table 3 with the second column of table 1 shows that the respondents on Form M20C.1 account for about 65 percent of the total estimated sales of manufacturer-wholesalers and chocolate-manufacturers.

The current month's figures include estimates for respondents in the reporting panel whose reports were not received in time for tabulation, as well as for small respondents excluded from the panel. Missing figures for companies in the reporting panel are imputed from the month-to-month movements shown by reporting firms. The overall imputation rate is generally limited to 25 percent, including about 10 percent for small respondents excluded from the monthly panel. Individual items with higher imputation rates are footnoted.

The imputation rate is not an explicit indicator of the potential error in published figures due to nonresponse, both because the actual monthly movements for nonrespondents may or may not closely agree with the imputed movements, and because the estimates for nonpanel cases may not reflect their current activity. The probable range of difference between the actual and imputed figures is unknown. The degree of uncertainty regarding the accuracy of the data, however, increases as the percentage of imputation increases. Figures with imputation rates above 25 percent, particularly, should be used with caution.

Statistics for previous months may be revised, due to receipt of corrected data from respondents, including late reports for which estimates were made, and other corrections. Figures which were revised significantly are indicated by footnotes.

The data are not adjusted for seasonal variation or number of working days.

## RELATED REPORTS

An annual Current Industrial Report which includes only summary data is published in this series. This report consists partly of totals from the monthly reports and partly of data obtained as the result of a joint survey by the Bureau of the Census and the Bureau of Domestic Commerce. In this joint undertaking, various statistics on confectionery are collected on census Form MA-20D. The results of the survey are published in detail in a report entitled, "Confectionery Manufacturers, Sales and Distribution" published by the Bureau of Domestic Commerce.

## EXPLANATION OF TERMS

Manufacturer-wholesalers--Confectionery manufacturing establishments which sell primarily to wholesalers or retailers. This category includes chocolate manufacturers.

Manufacturer-retailers--Confectionery manufacturing establishments which sell primarily through their own retail outlets. Establishments which have only one retail outlet are not classified in manufacturing.

Sales--Manufacturer-wholesaler and chocolate-manufacturer sales represent f.o.b. plant value and exclude resales of goods purchased from other manufacturers or received from other plants of the reporting company.

Sales of manufacturer-retailers represent the value of goods transferred to retail outlets; they are approximately the commercial wholesale sales value and not the retail price to the consumer.

Products--In this survey, data are collected only for consumer type confectionery goods. Such data exclude cough drops, medicated candy, chewing gum, roasted peanuts, unsweetened popcorn, and fountain syrup.

Bar goods--Bar goods includes plain, coated, and molded bars with or without nuts which are wrapped with not more than two pieces to the individual consumer-unit; the consumer-units are retailed separately or in economy packages.

Bulk goods--Bulk goods includes penny goods, hard candies, coated nuts, peanut brittle, unpackaged chocolates, etc., usually wholesaled in containers over 5 pounds and weighed out by the retailer to be sold by the pound or fraction thereof.

5-cent and 10-cent specialties--These are confectionery items of more than two pieces to the individual consumer-unit and novelty items, intended to retail at the above prices. Rolls or packets of mints, fruit drops, holiday novelties,

candy toys and similiar types of confections are included but cough drops and chewing gum are excluded.

Packaged goods--This includes assorted chocolate and other confections packaged in consumer-type boxes, bags, window-boxes, etc., designed to retail at \$1 or more, 50 cents to 99 cents, and less than 50 cents per pound. Miniature bars are included here as are packages of marshmallows sugar coated popcorn, and similar packaged confections.

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## CURRENT INDUSTRIAL REPORTS

Confectionery, Including  
Chocolate Products

November 1970

U.S. DEPARTMENT OF COMMERCE / Bureau of the Census



FOR RELEASE: January 7, 1971

SERIES: M20C(70)-II

The statistics in this publication are based on a survey of manufacturers and represent the entire U.S. sales of confectionery by manufacturing establishments except in table 3. Estimates are included for establishments whose reports were not received in time for tabulation. A more complete description of the survey appears on page 3.

Table 1. **Summary of Manufacturers' Sales of  
Confectionery, 1968 to 1970**

(Thousands of dollars)

Month and year	Total	Manufacturer- wholesalers	Manufacturer- retailers
1970			
November.....	173,913	163,391	10,522
October.....	192,119	185,068	7,051
September.....	214,300	207,713	6,587
August.....	137,654	133,048	4,606
July.....	114,539	109,998	4,541
June.....	130,391	124,925	5,466
May.....	123,828	117,824	6,004
April.....	129,295	123,070	6,225
March.....	165,025	151,306	13,719
February.....	176,995	159,964	17,031
January.....	159,400	150,701	8,699
1969			
December.....	156,032	134,011	22,021
November.....	183,367	171,363	12,004
October.....	197,755	189,476	8,279
September.....	204,117	197,242	6,875
August.....	137,608	131,879	5,729
July.....	110,750	106,177	4,573
June.....	120,239	113,585	6,654
May.....	123,255	115,744	7,511
April.....	139,993	127,871	12,122
March.....	158,486	147,711	10,775
February.....	163,617	153,100	10,517
January.....	152,354	144,648	7,706
1968			
December.....	139,172	119,112	20,060
November.....	172,464	160,847	11,617

TABLE 2.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS,  
BY KIND OF BUSINESS AND GEOGRAPHIC AREA

ITEM	NOVEMBER 1970	OCTOBER 1970	NOVEMBER 1969
	SALES (\$1,000)	SALES (\$1,000)	SALES (\$1,000)
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA, UNITED STATES TOTAL . . . . .	163 391	155 068	171 363
NEW ENGLAND . . . . .	10 983	13 359	10 501
MIDDLE ATLANTIC . . . . .	58 309	64 141	60 101
NEW YORK AND NEW JERSEY . . . . .	25 365	28 722	22 674
PENNSYLVANIA . . . . .	32 944	35 419	37 427
EAST NORTH CENTRAL . . . . .	49 740	67 310	53 564
ILLINOIS . . . . .	41 209	57 835	44 774
OHIO AND INDIANA . . . . .	6 589	7 041	6 829
MICHIGAN AND WISCONSIN . . . . .	1 942	2 434	1 961
WEST NORTH CENTRAL . . . . .	8 766	6 877	13 289
MINNESOTA, KANSAS, S. DAKOTA & NEBRASKA . . . . .	6 313	3 458	7 310
IOWA AND MISSOURI . . . . .	2 453	3 389	5 979
SOUTH ATLANTIC . . . . .	12 160	11 084	9 488
MARYLAND, DISTRICT OF COLUMBIA, VIRGINIA, WEST VIRGINIA, NORTH CAROLINA, AND SOUTH CAROLINA . . . . .	7 069	4 420	2 767
GEORGIA AND FLORIDA . . . . .	5 091	6 664	6 721
EAST SOUTH CENTRAL (KENTUCKY, TENNESSEE, ALABAMA, AND MISSISSIPPI) . . . . .	3 613	4 475	4 275
WEST SOUTH CENTRAL (ARKANSAS, LOUISIANA, OKLAHOMA, AND TEXAS) . . . . .	6 865	5 315	6 870
MOUNTAIN (ARIZONA, COLORADO, IDAHO, NEW MEXICO, AND UTAH) . . . . .	3 437	2 061	3 823
PACIFIC . . . . .	9 518	10 446	9 452
CALIFORNIA . . . . .	8 133	9 015	7 369
WASHINGTON AND OREGON . . . . .	1 385	1 431	2 083

<sup>F</sup> Revised by 5 percent or more from previously published figures.

TABLE 3.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS,  
BY TYPE OF CONFECTIONERY

SIC CODE	TYPE OF PRODUCT	NOVEMBER 1970		OCTOBER 1970		NOVEMBER 1969	
		QUANTITY THOUSAND POUNDS	VALUE THOUSAND DOLLARS	QUANTITY THOUSAND POUNDS	VALUE THOUSAND DOLLARS	QUANTITY THOUSAND POUNDS	VALUE THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS. . . . .	197 076	107 221	236 100	122 879	213 887	109 545
	PACKAGE GOODS MADE TO RETAIL AT:						
2071324	\$1.00 OR MORE PER POUND . . . . .	17 137	20 738	13 323	14 064	17 673	21 243
2071351	\$0.50 TO \$0.99 PER POUND . . . . .	38 382	21 066	50 665	27 766	39 105	20 880
2071371	LESS THAN \$0.50 PER POUND . . . . .	41 108	12 628	47 642	16 412	46 327	14 565
2070114	BAR GOODS . . . . .	56 205	32 936	70 421	41 347	65 620	34 007
2071201	5 CENT AND 10 CENT SPECIALTIES . . . . .	19 191	11 597	21 046	12 504	20 041	10 798
2070121	BULK GOODS, INCLUDING PENNY GOODS . . . . .	25 053	8 256	33 003	10 786	25 121	8 052

## DESCRIPTION OF SURVEY

The statistics in this publication were collected on census Form M20C.1, "Monthly Confectionery Survey by Type of Confectionery Survey" from a sample of approximately 330 confectionery manufacturing establishments which account for approximately 90 percent of the total U.S. manufacturers' sales of confectionery products. The proportion estimated for the establishments which are not on the reporting panel varies by State and is based on their sales as reported in the Census of Manufactures.

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The imputation rate is not an explicit indicator of the potential error in published figures due to nonresponse, both because the actual monthly movements for nonrespondents may or may not closely agree with the imputed movements, and because the estimates for nonpanel cases may not reflect their current activity. The probable range of difference between the actual and imputed figures is unknown. The degree of uncertainty regarding the accuracy of the data, however, increases as the percentage of imputation increases. Figures with imputation rates above 25 percent, particularly, should be used with caution.

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The data are not adjusted for seasonal variation or number of working days.

## RELATED REPORTS

An annual Current Industrial Report which includes only summary data is published in this series. This report consists partly of totals from the monthly reports and partly of data obtained as the result of a joint survey by the Bureau of the Census and the Bureau of Domestic Commerce. In this joint undertaking, various statistics on confectionery are collected on census Form MA-20D. The results of the survey are published in detail in a report entitled, "Confectionery Manufacturers, Sales and Distribution" published by the Bureau of Domestic Commerce.

## EXPLANATION OF TERMS

Manufacturer-wholesalers--Confectionery manufacturing establishments which sell primarily to wholesalers or retailers. This category includes chocolate manufacturers.

Manufacturer-retailers--Confectionery manufacturing establishments which sell primarily through their own retail outlets. Establishments which have only one retail outlet are not classified in manufacturing.

Sales--Manufacturer-wholesaler and chocolate-manufacturer sales represent f.o.b. plant value and exclude resales of goods purchased from other manufacturers or received from other plants of the reporting company.

Sales of manufacturer-retailers represent the value of goods transferred to retail outlets; they are approximately the commercial wholesale sales value and not the retail price to the consumer.

Products--In this survey, data are collected only for consumer type confectionery goods. Such data exclude cough drops, medicated candy, chewing gum, roasted peanuts, unsweetened popcorn, and fountain syrup.

Bar goods--Bar goods includes plain, coated, and molded bars with or without nuts which are wrapped with not more than two pieces to the individual consumer-unit; the consumer-units are retailed separately or in economy packages.

Bulk goods--Bulk goods includes penny goods, hard candies, coated nuts, peanut brittle, unpackaged chocolates, etc., usually wholesaled in containers over 5 pounds and weighed out by the retailer to be sold by the pound or fraction thereof.

5-cent and 10-cent specialties--These are confectionery items of more than two pieces to the individual consumer-unit and novelty items, intended to retail at the above prices. Rolls or packets of mints, fruit drops, holiday novelties,

candy toys and similar types of confections are included but cough drops and chewing gum are excluded.

Packaged goods--This includes assorted chocolate and other confections packaged in consumer-type boxes, bags, window-boxes, etc., designed to retail at \$1 or more, 50 cents to 99 cents, and less than 50 cents per pound. Miniature bars are included here as are packages of marshmallows sugar coated popcorn, and similar packaged confections.

USCOMM-DC

Current Industrial Reports Series M20C(70)

**U.S. DEPARTMENT OF COMMERCE**  
**Bureau of the Census**  
 Washington, D.C. 20233

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## CURRENT INDUSTRIAL REPORTS

Confectionery, Including  
Chocolate Products

December 1970



U.S. DEPARTMENT OF COMMERCE / Bureau of the Census

FOR RELEASE: February 3, 1971

SERIES: M20C(70)-12

The statistics in this publication are based on a survey of manufacturers and represent the entire U.S. sales of confectionery by manufacturing establishments except in table 3. Estimates are included for establishments whose reports were not received in time for tabulation. A more complete description of the survey appears on page 3.

Table 1. **Summary of Manufacturers' Sales of  
Confectionery, 1968 to 1970**

(Thousands of dollars)

Month and year <sup>1</sup>	Total	Manufacturer- wholesalers	Manufacturer- retailers
1970			
December.....	157,551	137,412	20,139
November.....	173,831	163,455	10,376
October.....	192,119	185,068	7,051
September.....	214,300	207,713	6,587
August.....	137,654	133,048	4,606
July.....	108,069	103,528	4,541
June.....	124,993	119,527	5,466
May.....	118,453	112,449	6,004
April.....	124,214	117,989	6,225
March.....	160,475	146,756	13,719
February.....	172,203	155,172	17,031
January.....	159,452	150,753	8,699
1969			
December.....	156,032	134,011	22,021
November.....	183,367	171,363	12,004
October.....	197,755	189,476	8,279
September.....	204,117	197,242	6,875
August.....	137,608	131,879	5,729
July.....	110,750	106,177	4,573
June.....	120,239	113,585	6,654
May.....	123,255	115,744	7,511
April.....	139,993	127,871	12,122
March.....	158,486	147,711	10,775
February.....	163,617	153,100	10,517
January.....	152,354	144,648	7,706
1968			
December.....	139,172	119,112	20,060

<sup>1</sup>See note, table 2.

TABLE 2.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS,  
BY KIND OF BUSINESS AND GEOGRAPHIC AREA

	DECEMBER 1970	NOVEMBER 1970	DECEMBER 1969
ITEM	SALES (\$1,000)	SALES (\$1,000)	SALES (\$1,000)
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA:			
UNITED STATES TOTAL . . . . .	137 412	163 455	134 011
NEW ENGLAND . . . . .	13 277	11 023	13 258
MIDDLE ATLANTIC . . . . .	48 904	57 884	47 947
NEW YORK AND NEW JERSEY . . . . .	21 261	25 376	17 903
PENNSYLVANIA . . . . .	27 643	32 508	30 044
EAST NORTH CENTRAL . . . . .	42 512	49 885	41 167
ILLINOIS . . . . .	35 473	41 450	34 946
OHIO AND INDIANA . . . . .	4 704	6 493	4 322
MICHIGAN AND WISCONSIN . . . . .	2 335	1 942	1 899
WEST NORTH CENTRAL . . . . .	7 185	8 752	9 683
MINNESOTA, KANSAS, S. DAKOTA & NEBRASKA . . . . .	5 461	6 284	5 998
IOWA AND MISSOURI . . . . .	1 724	2 468	3 685
SOUTH ATLANTIC . . . . .	8 578	12 144	5 039
MARYLAND, DISTRICT OF COLUMBIA, VIRGINIA, WEST VIRGINIA, NORTH CAROLINA, AND SOUTH CAROLINA . . . . .	5 846	7 053	1 855
GEORGIA AND FLORIDA . . . . .	2 732	5 091	3 184
EAST SOUTH CENTRAL (KENTUCKY, TENNESSEE, ALABAMA, AND MISSISSIPPI) . . . . .	2 083	3 680	2 514
WEST SOUTH CENTRAL (ARKANSAS, LOUISIANA, OKLAHOMA, AND TEXAS) . . . . .	3 231	6 865	3 193
MOUNTAIN (ARIZONA, COLORADO, IDAHO, NEW MEXICO, AND UTAH) . . . . .	2 882	3 437	2 560
PACIFIC . . . . .	8 760	9 785	8 650
CALIFORNIA . . . . .	7 568	8 178	7 056
WASHINGTON AND OREGON . . . . .	1 192	1 607	1 594

<sup>r</sup> Revised by 5 percent or more from previously published figures.  
Note: Data for January through July 1970 should be revised as follows:

Item	January	February	March	April	May	June	July
Estimated total sales of manufacturer- wholesalers and chocolate manufacturers by geographic area, United States total:							
As published.....	150,407	159,781	151,142	122,930	117,714	124,818	109,904
As revised.....	150,753	155,172	146,756	117,989	112,449	119,527	103,528
West North Central:							
As published.....	8,935	8,536	8,153	5,990	5,357	5,527	5,018
As revised.....	7,240	6,941	6,453	4,906	4,764	4,852	4,397
Minnesota, Kansas, S. Dakota and Nebraska:							
As published.....	5,477	5,151	4,908	3,359	2,825	2,758	2,322
As revised.....	5,295	4,980	4,486	3,090	2,678	2,591	2,168
Iowa and Missouri:							
As published.....	3,458	3,385	3,245	2,631	2,532	2,769	2,696
As revised.....	1,945	1,961	1,967	1,816	2,086	2,261	2,229
South Atlantic:							
As published.....	5,381	10,288	10,759	10,787	10,818	10,873	12,574
As revised.....	7,422	7,274	8,073	6,930	6,146	6,257	6,819
Maryland, District of Columbia, Virginia, West Virginia, North Caro- lina, and South Carolina:							
As published.....	2,081	7,004	6,940	7,167	7,269	7,451	9,311
As revised.....	4,122	3,990	4,254	3,310	2,597	2,835	3,556

TABLE 3.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY

SIC CODE	TYPE OF PRODUCT	DECEMBER 1970		NOVEMBER 1970		DECEMBER 1969	
		QUANTITY - THOUSAND POUNDS	VALUE - THOUSAND DOLLARS	QUANTITY - THOUSAND POUNDS	VALUE - THOUSAND DOLLARS	QUANTITY - THOUSAND POUNDS	VALUE - THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS. . . . .	169 429	93 203	197 181	105 797	178 790	91 633
	PACKAGE GOODS MADE TO RETAIL AT:						
2071324	\$1.00 OR MORE PER POUND. . . . .	16 889	18 642	17 025	20 567	15 465	18 338
2071351	\$0.50 TO \$0.99 PER POUND. . . . .	23 329	12 679	38 758	21 206	24 462	12 992
2071371	LESS THAN \$0.50 PER POUND. . . . .	32 075	10 136	41 087	12 368	36 091	10 032
2070114	BAR GOODS. . . . .	58 564	34 341	56 359	32 447	63 600	33 717
2071201	5 CENT AND 10 CENT SPECIALTIES. . . . .	17 646	10 417	19 135	11 170	17 907	9 707
2070121	BULK GOODS, INCLUDING PENNY GOODS. . . . .	20 926	6 988	24 817	8 039	21 265	6 847

### DESCRIPTION OF SURVEY

The statistics in this publication were collected on census Form M20C.1, "Monthly Confectionery Survey by Type of Confectionery Survey" from a sample of approximately 330 confectionery manufacturing establishments which account for approximately 90 percent of the total U.S. manufacturers' sales of confectionery products. The proportion estimated for the establishments which are not on the reporting panel varies by State and is based on their sales as reported in the Census of Manufactures.

The statistics presented in table 1 represent industry total sales figures which are based on the combined monthly sales totals reported by the 330 establishments in the reporting panel and which include estimates as described above.

Approximately 250 of the respondents are mailed Form M20C.2 on which the total monthly sales figure is the only item reported. The remaining establishments on the panel, which form a group of about 80 of the large manufacturer-wholesaler and chocolate-manufacturing concerns, report on Form M20C.1 on which detail by type of confectionery is requested in addition to the total sales figure. Aggregate figures for this group are presented in table 3. Comparison of table 3 with the second column of table 1 shows that the respondents on Form M20C.1 account for about 65 percent of the total estimated sales of manufacturer-wholesalers and chocolate-manufacturers.

The current month's figures include estimates for respondents in the reporting panel whose reports were not received in time for tabulation, as well as for small respondents excluded from the panel. Missing figures for companies in the reporting panel are imputed from the month-to-month movements shown by reporting firms. The overall imputation rate is generally limited to 25 percent, including about 10 percent for small respondents excluded from the monthly panel. Individual items with higher imputation rates are footnoted.

The imputation rate is not an explicit indicator of the potential error in published figures due to nonresponse, both because the actual monthly movements for nonrespondents may or may not closely agree with the imputed movements, and because the estimates for nonpanel cases may not reflect their current activity. The probable range of difference between the actual and imputed figures is unknown. The degree of uncertainty regarding the accuracy of the data, however, increases as the percentage of imputation increases. Figures with imputation rates above 25 percent, particularly, should be used with caution.

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M20C(70)-13

## CURRENT INDUSTRIAL REPORTS

Confectionery, Including  
Chocolate Products

## Summary for 1970



U.S. DEPARTMENT OF COMMERCE / Bureau of the Census

FOR RELEASE: August 6, 1971

SERIES: M20C(70)-13

COVERAGE--Statistics in this publication are estimated industry totals based on monthly reports on Census Forms M20C.1 and M20C.2 from approximately 330 manufacturers of confectionery and competitive chocolate products. The data from these respondents account for about 90 percent of the total U.S. manufacturers' sales of confectionery products. The proportion estimated for the establishments which are not on the reporting panel varies by State and is based on their sales as reported in the 1967 Census of Manufactures. In addition, detailed annual reports on sales by type of confectionery, ingredients used, and sales by class of customer were collected on an annual basis on Census Form MA-20D from a reporting panel of large establishments.

This report is the result of a joint effort by the Bureau of Domestic Commerce and the

Bureau of the Census and includes only summary data. More detailed statistics, based on the annual survey, appear in the report entitled "Confectionery Manufacturers' Sales and Distribution, 1970" published by the Bureau of Domestic Commerce.

ACKNOWLEDGMENTS--This report was prepared in the Industry Division under the direction of Robert J. Nealon, Chief, Foods, Textiles, and Apparel Branch. Kenneth I. Hansen, Chief Foods, assisted by James L. Oliver, was directly responsible for the review of the data and preparation of the report. Owen C. Gretton, Chief of the Division, and Elmer S. Biles, Assistant Chief, provided overall direction and coordination to this project.

Table 1.--SUMMARY OF MANUFACTURERS' SALES OF CONFECTIONERY PRODUCTS,  
1960 to 1970

(In millions)

Year	Pounds	Value	Year	Pounds	Value
1970 <sup>1</sup> .....	3,933	1,906	1964.....	3,403	1,395
1969 <sup>1</sup> .....	3,968	1,870	1963.....	3,269	1,319
1968.....	3,907	1,756	1962.....	3,121	1,251
1967.....	3,769	1,645	1961.....	3,112	1,233
1966.....	3,668	1,544	1960.....	3,004	1,206
1965.....	3,474	1,429			

Note: Includes all known producers of confectionery and competitive chocolate products, except retail confectioners with a single location.

<sup>1</sup>The data for 1969 and 1970 have been rebenchmarked to the 1967 Censuses of Manufactures. Revised data for 1967 and 1968 are not available. However, the effect of the rebenchmarking indicates that the data previously published for 1967 and 1968 at the U.S. total level would differ by less than 1 percent.

Table 2.--VALUE OF MANUFACTURERS' SALES OF CONFECTIONERY PRODUCTS,  
BY MONTH, 1970 AND 1969  
(Millions of dollars)

Month	1969 <sup>1</sup>	1970 <sup>1</sup>
TOTAL.....	1,870	1,906
January.....	155	164
February.....	165	178
March.....	161	166
April.....	147	128
May.....	125	122
June.....	122	129
July.....	111	112
August.....	140	143
September.....	207	222
October.....	199	199
November.....	185	180
December.....	158	163

<sup>1</sup>The data for 1969 and 1970 have been rebenchmarked to the 1967 Census of Manufactures and are not comparable to previously published data in the monthly M20C series. Revised 1967 and 1968 data are not available. However, they are affected by less than one percent at the U.S. total level as a result of the rebenchmark.

Table 3.--SALES BY MANUFACTURER-WHOLESALE, INCLUDING CHOCOLATE MANUFACTURERS, OF  
CONFECTIONERY AND COMPETITIVE PRODUCTS, BY TYPE OF PRODUCT, 1970 and 1969

Type of product	1970 <sup>1</sup>			1969 <sup>1</sup>		
	Pounds (1,000)	Value (\$1,000)	Average Value	Pounds (1,000)	Value (\$1,000)	Average Value
TOTAL SALES.....	3,932,828	1,906,274	\$0.485	3,967,937	1,870,303	\$0.471
Package goods made to retail at--						
\$1.00 or more per pound.....	187,317	227,899	1.216	192,574	227,264	1.180
\$0.50 to \$0.99 per pound.....	518,529	274,829	0.530	487,518	253,020	0.519
Less than \$0.50 per pound.....	725,848	219,770	0.302	695,113	209,295	0.301
Bar goods.....	980,842	542,702	0.553	1,061,601	529,998	0.499
Bulk goods <sup>2</sup> .....	607,479	216,581	0.356	607,829	214,089	0.352
5 cent and 10 cent specialties.....	431,309	209,994	0.486	415,016	195,528	0.471
Candy and other confectionery products, n.s.k.....	481,504	214,499	0.445	508,286	241,109	0.474

<sup>1</sup>The data for 1969 and 1970 have been rebenchmarked to the 1967 Census of Manufactures and are not comparable to previously published data in the monthly M20C series. Revised 1967 and 1968 data are not available. However, they are affected by less than 1 percent at the U.S. total level as a result of the rebenchmark.

<sup>2</sup>Includes penny goods.

n.s.k.--Not specified by kind.

Table 4.--MANUFACTURERS' SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS, BY  
KIND OF BUSINESS AND AREA OF PLANT LOCATION, 1970 AND 1969

Item	1970 <sup>1</sup>		1969 <sup>1</sup>	
	Pounds (1,000)	Value (\$1,000)	Pounds (1,000)	Value <sup>2</sup> (\$1,000)
UNITED STATES, TOTAL.....	3,932,828	1,906,274	3,967,937	1,870,303
By kind of business:				
Manufacturer-retailers.....	93,009	110,457	96,766	114,766
Manufacturer-wholesalers including chocolate manufacturers....	3,839,819	1,795,817	3,871,171	1,755,537
MANUFACTURER-WHOLESALEERS INCLUDING CHOCOLATE-MANUFACTURERS BY AREA OF PLANT LOCATION				
New England <sup>1</sup> .....	297,142	134,710	262,642	119,132
Middle Atlantic, total.....	1,116,134	607,690	1,148,488	615,603
New York and New Jersey.....	587,893	281,718		
Pennsylvania <sup>1</sup> .....	528,241	325,972		
East North Central, total.....	1,532,243	641,701	1,571,965	619,192
Illinois.....	1,338,405	553,551	1,361,710	524,066
Ohio and Indiana <sup>1</sup> .....	151,663	63,245	163,528	69,542
Michigan and Wisconsin.....	42,175	24,905	46,727	25,584
West North Central, total.....	174,565	79,734	160,305	75,622
Minnesota, Kansas, South Dakota and Nebraska.....	134,542	49,719	117,077	43,343
Iowa and Missouri.....	40,023	30,015	43,228	32,279
South Atlantic, <sup>1</sup> total.....	190,752	97,861	205,466	94,902
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	110,410	50,211	116,313	48,947
Georgia and Florida.....	80,342	47,650	89,153	45,955
East South Central: (Kentucky, Tennessee, Alabama, and Mississippi).....	88,469	29,614	87,835	29,602
West South Central: <sup>1</sup> (Arkansas, Louisiana, Oklahoma, and Texas)	120,833	61,731	116,149	60,302
Mountain: (Arizona, Colorado, Idaho, New Mexico, and Utah)....	35,835	21,600	30,944	19,082
Pacific, total.....	283,846	121,176	287,377	122,100
California <sup>1</sup> .....	251,564	101,989	258,878	106,109
Washington, Oregon, and Hawaii.....	32,282	19,187	28,499	15,991

Note: Manufacturer-retailers include only those with 2 or more outlets.

<sup>1</sup>The data for 1969 and 1970 have been rebenchmarked to the 1967 Census of Manufactures. Data for 1967 and 1968 are not available. However, the effect of the rebenchmarking indicates that the data previously published for 1967 and 1968 at the U.S. total level would differ by approximately 1 percent. In the review process several reporting problems were discovered and affected by 10 to 30 percent the following geographic area data published for those years: New England, Pennsylvania, Ohio and Indiana, South Atlantic, West South Central, and California. Data for these geographic areas are not directly comparable with prior years information and the data user should be cautious to a break in the series.

<sup>2</sup>Value figures in this table are summations of revised corresponding figures published in the monthly M20C series. The proportion estimated for establishments not on the reporting panel varies by geographic area and does not exceed 14 percent except for Missouri and California. For the U.S. approximately 14 percent of the total value was estimated for 1970.

In order to estimate quantity data, unit values were computed by geographic areas from the annual data collected on Census Form MA-20D. By applying these unit values to the corresponding value figures on the table, poundage data for each area were estimated.

Table 5.--CONFECTIONERY--SHIPMENTS, EXPORTS, IMPORTS, AND APPARENT CONSUMPTION: 1970 AND 1969

Manufacturers' shipments represent quantity and value (f.o.b. plant) of physical shipments, including interplant transfers, from establishments during each year. Export values are values at seaport border point, or airport of exportation; they are based on selling price, including freight, insurance, and other charges to the port of exportation. Import values are generally the market values in the foreign country and exclude U.S. import duties, transportation, and insurance costs.

Total import values and unit prices of imported commodities would thus tend to be understated relative to domestic output. Because manufacturers' shipments of certain products may be used as materials for incorporation into other products, it may not be valid to compare exports and imports with shipments for combinations of product groups. See "Limitations on the Comparison of Export, Import, and Output Data."

Title	Year	Manufacturers' shipments		Exports of domestic merchandise <sup>1</sup>		Percent exports to manufacturers' shipments		Imports for consumption		Calculated import duty (\$1,000)	Apparent consumption <sup>3</sup>		Percent imports to apparent consumption	
		Quantity (1,000 pounds)	Value f.o.b. plant (\$1,000)	Quantity (1,000 pounds)	Value at port (\$1,000)	Quantity	Value	Quantity (1,000 pounds)	Value in foreign country (\$1,000)		Quantity (1,000 pounds)	Value (\$1,000)	Quantity	Value
Confectionery <sup>4</sup> .....	1970	3,932,828	1,906,274	14,705	6,489	0.37	0.34	156,498	51,064	4,576	4,074,621	1,950,849	3.84	2.62
	1969	3,967,937	1,870,303	16,357	6,816	0.41	0.36	135,405	44,318	4,557	4,086,985	1,907,805	3.31	2.32

<sup>1</sup>Source: Bureau of the Census Report FT 410, U.S. Exports Schedule B Commodity and Country. Schedule B numbers 0620115 and 0730020.

<sup>2</sup>Source: Bureau of the Census Report FT 210, U.S. Imports for consumption and General Imports; SIC-Based products and area. TSUSA codes, 1563000, 1571020, and 1571040.

<sup>3</sup>Apparent consumption is derived by subtracting exports from the total manufacturers' shipments plus imports.

<sup>4</sup>The import export data shown in this table are directly related to the products reported on Current Industrial Report, M20C, Confectionery, including Chocolate Products. Items such as fruit glazes, popcorn, nuts, etc. are excluded.

## LIMITATIONS ON THE COMPARISON OF EXPORT, IMPORT, AND OUTPUT DATA

Generally, it is somewhat easier to find a reasonable statistical basis for a comparison of exports with domestic output than for a comparison of imports with domestic output. Aside from the differences in the basic commodity classifications used, there are a substantial number of imported commodities which are not produced in the United States or are produced in very small quantities. On the other hand, the merchandise exported from the United States is ordinarily produced in this country and reflects items important in output.

There are other problems affecting the comparability of the three sets of data. Differences in methods of valuation is perhaps the principal such problem. There may be elements of duplication in output data but not in imports or exports; low-value transactions are excluded from data for individual export and import commodity classifications; and a small portion of manufacturing output is not allocated to detailed commodity lines. All of these factors affect comparability to some degree. For these reasons the relationships shown in this report should be considered as only approximations.

(a) Valuation.--Domestic producers' shipments, or production, are usually valued at the point of production--the factory, mine, or farm.

On the other hand, exports are by definition valued at the point of exportation--seaport, border point, or airport. Export values are the selling price, or cost if not sold, and include expenditures for freight, insurance, and other charges to the export point.

Further, the exporters' trade margin above costs increases the export values compared with producers' values. Information on the magnitude of this incremental margin on a commodity-by-commodity basis is not available.

The dollar value shown for imports in the basic statistics is defined ordinarily as the market value in the foreign country and excludes U.S. import duties, transportation, insurance, and other costs. In actual practice only the values reported for imports subject to an ad valorem rate of duty (accounting for 10 to 15 percent of total imports) tend to conform to this definition. For other imports, the reported values may inadvertently include ocean freight; intracompany shipments may reflect arbitrary values; etc.

Thus, import values tend to understate the unit prices at which imported goods are sold in the U.S. market, in that they do not cover transportation, insurance costs, import duties, and other costs. By the same token, the total value of imports relative to domestic output tends to be understated if viewed at the point of entry into the U.S. market. The calculated value of import duties is shown separately for each commodity line in the table,

but sufficient information is not available on the transportation, insurance, and other costs for individual commodities for those costs to be shown in this report.

(b) Duplication in quantity and value of output.--Because producers' shipments of some commodities may be used as materials for incorporation into other commodities, combinations of data for such commodities may contain a certain amount of duplication. Thus, percentages of exports to output or imports to apparent consumption (output plus imports minus exports) at 4-digit or broader levels may be understated.

Where the duplication is known to be substantial, the output data are appropriately noted in the table.

(c) Low-value export and import transactions.--Commodity information is not shown for individual imports and exports valued under \$100 or for imports on informal entries. Informal entries, by definition, contain only items valued at not more than \$250. This is believed to have only negligible effect on the statistics for the bulk of the commodities.

(d) Manufacturers' shipments, not specified by kind.--The value of manufacturers' shipments at the 4-digit commodity level often includes a small amount which is not distributed among the individual 5-digit product classes. Export and import percentages at the more detailed levels might thus be slightly overstated.

(e) Time lag between output and exports.--There will sometimes be a lag between the time a commodity is produced or shipped by the producer and the time it is actually exported. The time lag will usually be greater if the merchandise moves through intermediaries (wholesalers, exporters) rather than directly from producers into the export market. Ordinarily, this type of discrepancy would not be very important in annual figures.

(f) "Direct" vs "total" commodity exports.--The commodity export data in this report represent direct exports of those commodities. They do not include the exports of the commodities which are incorporated into other, more finished products and exported in finished form. Thus, by showing only direct exports, the relation of exports to output for intermediate products, such as steel shapes and forms, is considerably understated. The figure for steel exported as such, does not include steel incorporated in automobiles, tractors, etc., which are also exported.

(g) Used commodities.--With a few exceptions, used or rebuilt commodities are classified in the same import or export codes as is new merchandise. Percentages are thus overstated to the extent that used or rebuilt products are significant in trade.



# UP-TO-DATE BUSINESS REPORTS



## Current Reports on Retail Trade

**\*Weekly Retail Sales**—Estimates of weekly retail sales for the United States for selected major kind-of-business groups, including figures for the comparable weeks in the previous year. Issued each Thursday.

**\*Monthly Retail Trade Report**—Estimates of monthly retail sales for the United States by major kind-of-business groups and selected individual kinds of business; separate figures shown, in more limited kind-of-business detail, for firms operating 11 or more retail stores. Summary sales data presented for geographic regions and divisions, and for 15 large States, the 20 large standard metropolitan statistical areas and the five largest cities. Also included are national estimates of end-of-month accounts receivable balances for retail stores.

**\*Annual Retail Trade Report**—Estimates of inventories held by retailers in the United States by major kind-of-business groups and selected individual kinds of business. Separate figures shown in more limited kind-of-business detail for firms operating 11 or more retail stores. Also shown are sales-inventory ratios as well as per capita sales, by kind-of-business for the United States, by major kind-

of-business groups for geographic regions, and summary figures for geographic divisions and for the larger States and standard metropolitan statistical areas.

**\*Advance Monthly Retail Sales**—Advance estimates of monthly retail sales for the United States (including data adjusted for seasonal variations and trading day differences) are compiled by major kind-of-business groups about 10 days after the month covered. Publication of this series has been temporarily suspended but unofficial estimates may be obtained from the Business Division of the Bureau of the Census.

**†Monthly Department Store Sales for Selected Areas**—Monthly dollar sales volume and the percent change in sales compared with the previous month and the same month in the previous year. Cumulative year-to-date comparisons with data for the previous year are also shown. Data are collected in about 200 standard metropolitan statistical areas, cities, and other areas.

## Selected Services Trade

**†Monthly Selected Services Receipts**—This report provides data on monthly receipts of six major kind-of-business groups of services: Hotels,

motels, tourist courts, trailer parks, and camps; personal services; business services; automotive services; miscellaneous repair services; and motion picture, amusement, and recreation services. Comparable data for the previous months and for the same month in the previous year are also shown, in addition to the percent changes. Data are shown both unadjusted and adjusted for seasonal variations and trading day differences.

## Wholesale Trade

**\*Monthly Wholesale Trade Report**—This report includes estimated dollar sales, end-of-month inventories, and stock-sales ratios of merchant wholesalers, by kind of business for the current month, with comparisons for previous months. Dollar volume sales estimates are shown by geographic division in total and for durable and non-durable kind-of-business subtotals. Sales and inventory trends (percent changes) are shown by detailed kinds of business at the national level and for selected kinds of businesses by geographic division. Measures of sampling variability are given. United States data are shown adjusted for seasonal variations and in the case of sales, also for trading-day differences.

## Other Business Reports

**†Canned Food Report**—This report is issued on five dates—January 1, April 1, June 1, July 1, and November 1—to show total stocks of wholesale distributors and canners, including warehouses of retail multiunit organizations, of selected canned food items (vegetables, fruits, juices, fish). In the January 1 report, separate data are shown for the No. 10 can size as well as for warehouse stocks of retail multiunit organizations.

**†Green Coffee Inventories and Roastings**—This quarterly report provides estimates of green coffee inventories held by roasters, importers, and dealers, the quantity of green coffee roasted, and the amount roasted for soluble use, by quarters, for the current and previous three years. Also included are quarterly imports of green coffee during the same period.

**\*Available from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402.**

**†Available from the Bureau of the Census, Washington, D.C. 20233**

Publications Order Forms furnishing additional information of the various reports listed here are available free of charge from the Publications Distribution Section, Bureau of the Census, Washington, D.C. 20233.

**U.S. DEPARTMENT OF COMMERCE**  
**Bureau of the Census**  
Washington, D.C. 20233

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OFFICIAL BUSINESS



POSTAGE AND FEES PAID  
U.S. DEPARTMENT OF COMMERCE



3.158:

m20c supp.

## CURRENT INDUSTRIAL REPORTS

Confectionery, Including  
Chocolate Products

Seasonal Adjustment Supplement

1959 to 1970

U.S. DEPARTMENT OF COMMERCE / Bureau of the Census



FOR RELEASE: March 12, 1971

SERIES: M20C Supplement

This report presents seasonally adjusted data for a number of the most important series published monthly in Current Industrial Reports Series M20C, Confectionery, Including Chocolate Products. The seasonal adjustment program largely eliminates the effect of normal seasonal variations (including variations due to vacations, weather, etc.) as measured over the time period for which data were used. The resulting information thus provides a better measure than the original data of the month-to-month variations which are due to factors that are not associated with a repetitive seasonal pattern.

The seasonal adjustments were made using the X-11 variant of the Census Bureau's seasonal adjustment program. The X-11 variant of the seasonal adjustment program has developed improved techniques for the treatment of extremes and a regression program to identify trading-day adjustment to the monthly aggregates. The trading-day routine is optional and has been used for the series presented in this publication. This program is amply described in the literature on this method.<sup>1</sup> It should be noted that the data included in this report have not been adjusted on an establishment basis, prior to tabulation for variation in the length of the reporting period such as 4-week, 5-week, or calendar month.

<sup>1</sup>Electronic Computers and Business Indicators, National Bureau of Economic Research Occasional Paper 57 (New York, 1957); Tests and Revisions of Bureau of the Census Methods of Seasonal Adjustments, Bureau of the Census Technical Paper No. 5 (Washington, 1961, \$1.00); The X-11 Variant of the Census Method II Seasonal Adjustment Program, Bureau of the Census Technical Paper No. 15 (Washington, 1967, \$0.50).

For each series included in this report the following tables are shown:

- (1) Seasonally-adjusted data
- (2) Data without seasonal adjustment (original series)
- (3) Seasonal adjustment factors. The seasonally-adjusted data are obtained by dividing the unadjusted data by the seasonal factors for the specific month.
- (4) Average percentage changes and related measures for each series.

Beginning in March 1971, these seasonally adjusted data will be included in table 1 of the regular M20C report. That report also includes a detailed description of the survey, including a discussion of the scope and coverage of the report together with an explanation of the terms.

## TRADING-DAY FACTORS

Variation in the rate of activity that arises from the existence of different numbers of trading days in the same month for different years can be an important cause of month-to-month irregular fluctuations. Unlike some other causes of irregular fluctuations such as unexpected economic developments, unusual weather, and statistical errors, trading-day irregularities can be approximately identified and removed so that the underlying trend-cycle stands out more clearly. Hence, it is often possible to reduce the irregular factor by a trading-day adjustment.

# BRIEF DEFINITIONS OF MEASURES SHOWN IN TABLE 4

The following are brief definitions; more complete explanations appear in Electronic Computers and Business Indicators, by Julius Shiskin, issued as Occasional Paper 57 by the National Bureau of Economic Research, 1957 (reprinted from Journal of Business, October 1957).

"CI" is the average month-to-month percentage change, without regard to sign, in the seasonally adjusted series (i.e., the series after adjustment for measurable seasonal, trading-day, and holiday variations).

"I" is the same for the irregular component, obtained by dividing the cyclical component into the seasonally adjusted series.

"C" is the same for the cyclical component, a smooth, flexible moving average of the seasonally adjusted series.

"I/C" is a measure of the relative smoothness (small values) or irregularity (large values) of the seasonally adjusted series. It is shown for 1-month spans and for spans of the period of MCD. When MCD is "6", no I/C ratio is shown for the MCD period.

"MCD" (months for cyclical dominance) provides an estimate of the appropriate time span

over which to observe cyclical movements in a monthly series. It is small for smooth series and large for irregular series. In deriving MCD, percentage changes are computed separately for the irregular component and the cyclical component over 1-month spans (Jan.-Feb., Feb.-Mar., etc.), 2-month spans (Jan.-Mar., Feb.-Apr., etc.), up to 12-month spans. Averages, without regard to sign, are then computed for the changes over each span. MCD is the shortest span in months for which the average percentage change (without regard to sign) in the cyclical component is larger than the average percentage change (without regard to sign) in the irregular component, and remains so. Thus, it indicates the point at which fluctuations in the seasonally adjusted series became dominated by cyclical rather than irregular movements. All series with an MCD greater than "5" are shown as "6."

"Average Duration of Run" (ADR) is another measure of smoothness and is equal to the average number of consecutive monthly changes in the same direction in any series of observations. When there is no change between 2 months, a change in the same direction as the preceding change is assumed. The ADR is shown for the seasonally adjusted series CI, irregular component I, cyclical component C, and the MCD curve. The MCD curve is an unweighted moving average (with the number of terms equal to MCD) of the seasonally adjusted series.

TABLE 1.--MONTHLY VALUE OF MANUFACTURERS' SALES OF CONFECTIONERY PRODUCTS

FINAL SEASONALLY ADJUSTED SERIES												(MILLIONS OF DOLLARS)
YEAR	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
1959	101.	98.	90.	95.	96.	93.	97.	89.	96.	95.	98.	98.
1960	99.	100.	101.	101.	100.	102.	97.	98.	99.	101.	101.	103.
1961	101.	102.	96.	100.	112.	101.	102.	102.	103.	106.	105.	105.
1962	102.	101.	106.	106.	101.	98.	107.	106.	106.	106.	107.	104.
1963	107.	108.	105.	106.	112.	112.	114.	110.	115.	109.	111.	115.
1964	121.	115.	107.	116.	115.	111.	114.	118.	116.	122.	115.	117.
1965	117.	117.	121.	121.	109.	121.	116.	121.	118.	122.	121.	122.
1966	119.	122.	124.	126.	129.	129.	116.	130.	132.	137.	138.	137.
1967	141.	138.	128.	122.	145.	140.	130.	139.	150.	136.	138.	137.
1968	144.	141.	144.	146.	143.	143.	146.	146.	150.	149.	150.	147.
1969	143.	155.	159.	154.	157.	154.	157.	157.	152.	152.	157.	157.
1970	153.	163.	155.	136.	152.	157.	153.	159.	157.	154.	147.	156.

TABLE 2.--MONTHLY VALUE OF MANUFACTURERS' SALES OF CONFECTIONERY PRODUCTS

ORIGINAL SERIES												(MILLIONS OF DOLLARS)
YEAR	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
1959	106.	101.	92.	86.	71.	70.	65.	73.	131.	126.	121.	108.
1960	102.	107.	107.	88.	75.	78.	62.	84.	136.	129.	128.	110.
1961	105.	105.	102.	86.	86.	78.	64.	89.	137.	139.	133.	109.
1962	108.	104.	109.	93.	79.	73.	69.	94.	140.	142.	134.	106.
1963	114.	110.	106.	94.	89.	83.	75.	95.	155.	148.	133.	119.
1964	130.	119.	109.	105.	88.	85.	77.	100.	160.	160.	138.	124.
1965	120.	120.	125.	110.	83.	95.	76.	106.	163.	156.	146.	128.
1966	120.	126.	130.	111.	101.	103.	75.	117.	182.	171.	169.	138.
1967	146.	143.	136.	106.	116.	112.	84.	127.	199.	172.	170.	134.
1968	152.	155.	146.	130.	117.	110.	100.	131.	200.	193.	178.	144.
1969	153.	163.	159.	140.	124.	121.	110.	138.	204.	197.	183.	156.
1970	159.	172.	160.	124.	118.	125.	108.	138.	214.	192.	174.	158.

TABLE 3.--MONTHLY VALUE OF MANUFACTURERS' SALES OF CONFECTIONERY PRODUCTS

FINAL COMBINED FACTORS  
(SEASONALS COMBINED WITH FINAL TRADING-DAY AND/OR PRIOR MONTHLY FACTORS)

(PERCENT)

YEAR	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
1959	104.491	103.559	102.573	90.256	74.284	74.925	66.744	81.615	136.111	132.435	123.599	109.670
1960	102.606	106.595	105.779	87.251	75.293	76.677	63.700	85.446	137.292	128.127	126.570	106.586
1961	103.763	102.165	106.193	85.748	76.962	76.908	62.952	87.142	133.541	131.539	126.502	104.174
1962	109.444	102.169	102.594	87.339	78.541	74.815	64.678	88.477	131.726	133.926	125.256	102.018
1963	106.701	102.172	100.744	88.711	79.619	73.914	65.953	86.726	134.269	135.680	120.315	103.565
1964	107.326	103.109	101.680	90.767	76.440	76.823	67.465	84.806	137.837	131.437	119.746	105.677
1965	102.410	102.169	103.525	90.984	75.909	78.662	65.569	87.792	138.345	128.086	120.579	104.854
1966	101.245	103.163	105.062	88.238	78.269	79.842	64.876	89.991	137.700	125.033	122.510	100.399
1967	103.664	103.857	106.090	86.815	79.891	80.274	64.692	91.648	132.850	126.877	123.133	97.510
1968	109.444	109.171	101.234	89.311	81.576	76.824	68.478	89.620	132.985	129.536	118.835	97.910
1969	107.326	105.142	100.181	90.741	79.141	78.447	70.042	88.102	134.565	129.368	116.303	99.283
1970	104.091	105.139	102.970	91.379	77.616	79.420	70.658	87.030	136.720	124.950	118.264	110.454

COMBINED FINAL SEASONAL AND TRADING-DAY FACTORS ONLY, ONE YEAR AHEAD

YEAR	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
1971	102.214	105.193	105.040	91.290	76.586	80.692	68.563	89.379	137.427	122.500	119.480	-

Table 4.--AVERAGE PERCENTAGE CHANGES AND RELATED MEASURES FOR SERIES COMPONENTS

Item	Average percentage changes			Ratio of irregular component to cyclical component (I/C)	Number of months for cyclical dominance (MCD)	I/C for MCD span	Average Duration of Run			
	Seasonally adjusted series (CI)	Irregular component (I)	Cyclical component (C)				CI	I	C	MCD
Value of manufacturers' sales of confectionery products.....	3.31	3.15	.51	6.19	6	1.28	1.67	1.53	6.17	2.49



3,158;  
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# CURRENT INDUSTRIAL REPORTS

## Confectionery, Including Chocolate Products

January 1971



U.S. DEPARTMENT OF COMMERCE / Bureau of the Census

FOR RELEASE: March 16, 1971

SERIES: M20C(71)-1

The statistics in this publication are based on a survey of manufacturers and represent the entire U.S. sales of confectionery by manufacturing establishments except in table 3. Estimates are included for establishments whose reports were not received in time for tabulation. A more complete description of the survey appears on page 3.

Table 1. **Summary of Manufacturers' Sales of  
Confectionery, 1969 to 1971**

(Thousands of dollars)

Month and year <sup>1</sup>	Total	Manufacturer- wholesalers	Manufacturer- retailers
1971			
January.....	163,478	156,370	7,108
1970			
December.....	157,301	137,149	20,152
November.....	173,831	163,455	10,376
October.....	192,119	185,068	7,051
September.....	214,300	207,713	6,587
August.....	137,654	133,048	4,606
July.....	108,069	103,528	4,541
June.....	124,993	119,527	5,466
May.....	118,453	112,449	6,004
April.....	124,214	117,989	6,225
March.....	160,475	146,756	13,719
February.....	172,203	155,172	17,031
January.....	159,452	150,753	8,699
1969			
December.....	156,032	134,011	22,021
November.....	183,367	171,363	12,004
October.....	197,755	189,476	8,279
September.....	204,117	197,242	6,875
August.....	137,608	131,879	5,729
July.....	110,750	106,177	4,573
June.....	120,239	113,585	6,654
May.....	123,255	115,744	7,511
April.....	139,993	127,871	12,122
March.....	158,486	147,711	10,775
February.....	163,617	153,100	10,517
January.....	152,354	144,648	7,706

<sup>1</sup>See note, table 2.

TABLE 2.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS,  
BY KIND OF BUSINESS AND GEOGRAPHIC AREA

	JANUARY 1971	DECEMBER 1970	JANUARY 1970
ITEM	SALES (\$1,000)	SALES (\$1,000)	SALES (\$1,000)
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA:			
UNITED STATES TOTAL . . . . .	156 370	137 149	150 753
NEW ENGLAND . . . . .	16 459	13 256	15 389
MIDDLE ATLANTIC . . . . .	63 755	49 110	51 379
NEW YORK AND NEW JERSEY . . . . .	22 555	21 466	16 805
PENNSYLVANIA . . . . .	41 200	27 644	34 574
EAST NORTH CENTRAL . . . . .	44 091	42 171	49 082
ILLINOIS . . . . .	37 943	35 415	42 732
OHIO AND INDIANA . . . . .	3 424	4 421	3 791
MICHIGAN AND WISCONSIN . . . . .	2 724	2 335	2 559
WEST NORTH CENTRAL . . . . .	6 692	7 185	7 240
MINNESOTA, KANSAS, S. DAKOTA & NEBRASKA . . . . .	4 705	5 461	5 295
IOWA AND MISSOURI . . . . .	1 987	1 724	1 945
SOUTH ATLANTIC . . . . .	7 657	8 574	(S)
MARYLAND, DISTRICT OF COLUMBIA, VIRGINIA, WEST VIRGINIA, NORTH CAROLINA, AND SOUTH CAROLINA . . . . .	4 989	5 842	(S)
GEORGIA AND FLORIDA . . . . .	2 668	2 732	3 300
EAST SOUTH CENTRAL (KENTUCKY, TENNESSEE, ALABAMA, AND MISSISSIPPI) . . . . .	2 285	2 044	2 646
WEST SOUTH CENTRAL (ARKANSAS, LOUISIANA, OKLAHOMA, AND TEXAS) . . . . .	4 031	3 260	7 069
MOUNTAIN (ARIZONA, COLORADO, IDAHO, NEW MEXICO, AND UTAH) . . . . .	2 137	2 804	2 625
PACIFIC . . . . .	9 263	8 745	7 901
CALIFORNIA . . . . .	8 164	7 572	6 686
WASHINGTON AND OREGON . . . . .	1 099	1 173	1 215

<sup>r</sup>Revised by 5 percent or more from previously published figures.

(S) Withheld because the estimate did not meet publication standards on the basis of a consistency review. A detailed analysis of the data for 1969 and 1970 is in progress; revised data of summary will be shown in a later report.

TABLE 3.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS,  
BY TYPE OF CONFECTIONERY

SIC CODE	TYPE OF PRODUCT	JANUARY 1971		DECEMBER 1970		JANUARY 1970	
		QUANTITY - THOUSAND POUNDS	VALUE - THOUSAND DOLLARS	QUANTITY - THOUSAND POUNDS	VALUE - THOUSAND DOLLARS	QUANTITY - THOUSAND POUNDS	VALUE - THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS. . . . .	185 898	107 800	168 654	91 868	181 689	99 791
	PACKAGE GOODS MADE TO RETAIL AT:						
2071324	\$1.00 OR MORE PER POUND . . . . .	19 782	24 594	16 564	18 325	16 829	24 510
2071351	\$0.50 TO \$0.99 PER POUND. . . . .	23 699	13 389	22 550	12 306	22 474	12 359
2071371	LESS THAN \$0.50 PER POUND . . . . .	33 521	10 863	32 444	9 557	38 115	11 477
2070114	BAR GOODS. . . . .	66 830	40 650	58 518	34 315	63 202	33 912
2071201	5 CENT AND 10 CENT SPECIALTIES . . . . .	18 529	10 328	17 798	10 412	17 935	10 147
2070121	BULK GOODS, INCLUDING PENNY GOODS. . . . .	23 537	7 976	20 780	6 953	23 134	7 386

<sup>†</sup> Revised by 5 percent or more from previous published figures.

### DESCRIPTION OF SURVEY

The statistics in this publication were collected on census Form M20C.1, "Monthly Confectionery Survey by Type of Confectionery Survey" from a sample of approximately 330 confectionery manufacturing establishments which account for approximately 90 percent of the total U.S. manufacturers' sales of confectionery products. The proportion estimated for the establishments which are not on the reporting panel varies by State and is based on their sales as reported in the Census of Manufactures.

The statistics presented in table 1 represent industry total sales figures which are based on the combined monthly sales totals reported by the 330 establishments in the reporting panel and which include estimates as described above.

Approximately 250 of the respondents are mailed Form M20C.2 on which the total monthly sales figure is the only item reported. The remaining establishments on the panel, which form a group of about 80 of the large manufacturer-wholesaler and chocolate-manufacturing concerns, report on Form M20C.1 on which detail by type of confectionery is requested in addition to the total sales figure. Aggregate figures for this group are presented in table 3. Comparison of table 3 with the second column of table 1 shows that the respondents on Form M20C.1 account for about 65 percent of the total estimated sales of manufacturer-wholesalers and chocolate-manufacturers.

The current month's figures include estimates for respondents in the reporting panel whose reports were not received in time for tabulation, as well as for small respondents excluded from the panel. Missing figures for companies in the reporting panel are imputed from the month-to-month movements shown by reporting firms. The overall imputation rate is generally limited to 25 percent, including about 10 percent for small respondents excluded from the monthly panel. Individual items with higher imputation rates are footnoted.

The imputation rate is not an explicit indicator of the potential error in published figures due to nonresponse, both because the actual monthly movements for nonrespondents may or may not closely agree with the imputed movements, and because the estimates for nonpanel cases may not reflect their current activity. The probable range of difference between the actual and imputed figures is unknown. The degree of uncertainty regarding the accuracy of the data, however, increases as the percentage of imputation increases. Figures with imputation rates above 25 percent, particularly, should be used with caution.

Statistics for previous months may be revised, due to receipt of corrected data from respondents, including late reports for which estimates were made, and other corrections. Figures which were revised significantly are indicated by footnotes.

The data are not adjusted for seasonal variation of number of working days.

## RELATED REPORTS

An annual Current Industrial Report which includes only summary data is published in this series. This report consists partly of totals from the monthly reports and partly of data obtained as the result of a joint survey by the Bureau of the Census and Bureau of Domestic Commerce. In this joint undertaking, various statistics on confectionery are collected on census form MA-20D. The results of the survey are published in detail in a report entitled, "Confectionery Manufacturers, Sales and Distribution" published by the Bureau of Domestic Commerce.

## EXPLANATION OF TERMS

Manufacturer-wholesalers--Confectionery manufacturing establishments which sell primarily to wholesalers or retailers. This category includes chocolate manufacturers.

Manufacturer-retailers--Confectionery manufacturing establishments which sell primarily through their own retail outlets. Establishments which have only one retail outlet are not classified in manufacturing.

Sales--Manufacturer-wholesaler and chocolate-manufacturer sales represent f.o.b. plant value and exclude resales of goods purchased from other manufacturers or received from other plants of the reporting company.

Sales of manufacturer-retailers represent the value of goods transferred to retail outlets; they

are approximately the commercial wholesale sales value and not the retail price to the consumer.

Products--In this survey, data are collected only for consumer type confectionery goods. Such data exclude cough drops, medicated candy, chewing gum, roasted peanuts, unsweetened popcorn, and fountain syrup.

Bar goods--Bar goods includes plain, coated, and molded bars with or without nuts which are wrapped with not more than two pieces to the individual consumer-unit; the consumer-units are retailed separately or in economy packages.

Bulk goods--Bulk goods includes penny goods, hard candies, coated nuts, peanut brittle, unpackaged chocolates, etc., usually wholesaled in containers over 5 pounds and weighed out by the retailer to be sold by the pound or fraction thereof.

5-cent and 10-cent specialties--These are confectionery items of more than two pieces to the individual consumer-unit and novelty items, intended to retail at the above prices. Rolls or packets of mints, fruit drops, holiday novelties, candy toys and similar types of confections are included but cough drops and chewing gum are excluded.

Packaged goods--This includes assorted chocolate and other confections packaged in consumer-type boxes, bags, window-boxes, etc., designed to retail at \$1 or more, 50 cents to 99 cents, and less than 50 cents per pound. Miniature bars are included here as are packages of marshmallows, sugar coated popcorn, and similar packaged confections.

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## CURRENT INDUSTRIAL REPORTS

Confectionery, Including  
Chocolate Products

February 1971



U.S. DEPARTMENT OF COMMERCE / Bureau of the Census

FOR RELEASE: April 19, 1971

SERIES: M20C(71)-2

The statistics in this publication are based on a survey of manufacturers and represent the entire U.S. sales of confectionery by manufacturing establishments except in table 3. Estimates are included for establishments whose reports were not received in time for tabulation. A more complete description of the survey appears on pages 2 and 3.

Table 1. Summary of Manufacturers' Sales of  
Confectionery, 1969 to 1971

(Millions of Dollars)

Month and year	Total <sup>1</sup> (Seasonally adjusted)	Total (Unadjusted)	Manufacturer- wholesalers (Unadjusted)	Manufacturer- retailers (Unadjusted)
1971				
February.....	159	168	158	10
January.....	158	162	155	7
1970				
December <sup>2</sup> .....	156	157	137	20
November.....	147	174	163	10
October.....	154	192	185	7
September.....	157	214	208	6
August.....	159	138	133	5
July.....	153	108	110	5
June.....	157	125	125	5
May.....	152	118	118	6
April.....	136	124	123	6
March.....	155	160	151	14
February.....	163	172	160	17
January.....	153	159	150	9
1969				
December.....	157	156	134	22
November.....	157	183	171	12
October.....	152	197	189	8
September.....	152	204	197	7
August.....	157	138	132	6
July.....	157	110	106	4
June.....	154	121	114	7
May.....	157	124	116	8
April.....	154	140	128	12
March.....	159	159	148	11
February.....	155	163	153	10
January.....	143	153	145	8

Note: Detail may not add to total due to independent rounding.

<sup>1</sup>Data for 1969 and 1970 are taken from Current Industrial Reports Series M20C Supplement, Confectionery, including Chocolate Products Seasonal Adjustment Supplement published March 12, 1971.<sup>2</sup>The final combined seasonal factor for December, 1970 is 100.454 rather than the 110.454 published in the Seasonal Adjustment Supplement released March 12, 1971.

TABLE 2.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS\*  
BY KIND OF BUSINESS AND GEOGRAPHIC AREA(DATA BY GEOGRAPHIC AREA ARE NOT SHOWN FOR THIS REPORT PENDING FURTHER  
REVIEW OF THE DATA FOR 1969 AND 1970. REVISED DATA  
WILL BE SHOWN IN A LATER REPORT.)TABLE 3.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS,  
BY TYPE OF CONFECTIONERY

SIC CODE	TYPE OF PRODUCT	FEBRUARY 1971		JANUARY 1971		FEBRUARY 1970	
		QUANTITY THOUSAND POUNDS	VALUE THOUSAND DOLLARS	QUANTITY THOUSAND POUNDS	VALUE THOUSAND DOLLARS	QUANTITY THOUSAND POUNDS	VALUE THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS. . . . .	201 724	105 914	187 198	107 477	214 484	106 819
	PACKAGE GOODS MADE TO RETAIL AT:						
2071324	\$1.00 OR MORE PER POUND . . . . .	10 739	11 435	19 783	24 594	9 252	10 943
2071351	\$0.50 TO \$0.99 PER POUND . . . . .	29 630	16 605	23 972	13 337	27 950	15 579
2071371	LESS THAN \$0.50 PER POUND . . . . .	43 260	13 623	35 710	11 332	44 695	13 742
2070114	BAR GOODS. . . . .	73 034	42 553	65 858	39 935	87 001	45 691
2071201	5 CENT AND 10 CENT SPECIALTIES . . . . .	22 893	14 107	18 427	10 302	25 155	14 174
2070121	BULK GOODS, INCLUDING PENNY GOODS. . . . .	22 168	7 551	23 448	7 927	20 431	6 690

\*Revised by 5 percent or more from previously published figures.

## DESCRIPTION OF SURVEY

The statistics in this publication were collected on census Form M20C.1, "Monthly Confectionery Survey by Type of Confectionery Survey" from a sample of approximately 330 confectionery manufacturing establishments which account for approximately 90 percent of the total U.S. manufacturers' sales of confectionery products. The proportion estimated for the establishments which are not on the reporting panel varies by State and is based on their sales as reported in the Census of Manufactures.

The statistics presented in table 1 represent industry total sales figures which are based on the combined monthly sales totals reported by the 330 establishments in the reporting panel and which include estimates as described above.

Approximately 250 of the respondents are mailed Form M20C.2 on which the total monthly sales figure is the only item reported. The remaining establishments on the panel, which form a group of about 80 of the large manufacturer-wholesaler and chocolate-manufacturing concerns, report on Form M20C.1 on which detail by type of confectionery is requested in addition to the total sales figure. Aggregate figures for this group are presented in table 3. Comparison of table 3 with the second column of table 1 shows that the respondents of Form M20C.1 account for about 65 percent of the total estimated sales of manufacturer-wholesalers and chocolate-manufacturers.

The current month's figures include estimates for respondents in the reporting panel whose reports were not received in time for tabulation as well as for small respondents excluded from the panel. Missing figures for companies in the reporting panel are imputed from the month-to-month movements shown by reporting firms. The overall imputation rate is generally limited to 25 percent, including about 10 percent for small respondents excluded from the monthly panel. Individual items with higher imputation rates are footnoted.

The imputation rate is not an explicit indicator of the potential error in published figures due to nonresponse, both because the actual monthly movements for nonrespondents may or may not closely agree with the imputed movements, and because the estimates for nonpanel cases may not reflect their current activity. The probable range of difference between the actual and imputed figures is unknown. The degree of uncertainty regarding the accuracy of the data, however, increases as the percentage of imputation increases. Figures with imputation rates above 25 percent, particularly, should be used with caution.

Statistics for previous months may be revised, due to receipt of corrected data from respondents, including late reports for which estimates were made, and other corrections. Figures which were revised significantly are indicated by footnotes.

## SEASONAL ADJUSTMENT

This report presents seasonally adjusted data in table 1. The seasonal adjustment program largely eliminates the effect normal seasonal variations (including variations due to vacations, weather, etc.) as measured over the time period for which the data were used. The resulting information thus provides a better measure than the original data of the month-to-month variations which are due to factors that are not associated with a repetitive seasonal pattern. This program is simply described in the literature on this method.

## RELATED REPORTS

An annual Current Industrial Report which includes only summary data is published in this series. This report consists partly of totals from the monthly reports and partly of data obtained as the result of a joint survey by the Bureau of the Census and Bureau of Domestic Commerce. In this joint undertaking, various statistics on confectionery are collected on census form MA-20D. The results of the survey are published in detail in a report entitled, "Confectionery Manufacturers, Sales and Distribution" published by the Bureau of Domestic Commerce.

## EXPLANATION OF TERMS

Manufacturer-wholesalers--Confectionery manufacturing establishments which sell primarily to wholesalers or retailers. This category includes chocolate manufacturers.

Manufacturer-retailers--Confectionery manufacturing establishments which sell primarily through their own retail outlets. Establishments which have only one retail outlet are not classified in manufacturing.

Sales--Manufacturer-wholesaler and chocolate-manufacturer sales represent f.o.b. plant value and

exclude resales of goods purchased from other manufacturers or received from other plants of the reporting company.

Sales of manufacturer-retailers represent the value of goods transferred to retail outlets; they are approximately the commercial wholesale sales value and not the retail price to the consumer.

Products--In this survey, data are collected only for consumer type confectionery goods. Such data exclude cough drops, medicated candy, chewing gum, roasted peanuts, unsweetened popcorn, and fountain syrup.

Bar goods--Bar goods includes plain, coated, and molded bars with or without nuts which are wrapped with not more than two pieces to the individual consumer-unit; the consumer-units are retailed separately or in economy packages.

Bulk goods--Bulk goods includes penny goods, hard candies, coated nuts, peanut brittle, un-packaged chocolates, etc., usually wholesaled in containers over 5 pounds and weighed out by the retailer to be sold by the pound or fraction thereof.

5-cent and 10-cent specialties--These are confectionery items of more than two pieces to the individual consumer-unit and novelty items, intended to retail at the above prices. Rolls or packets of mints, fruit drops, holiday novelties, candy toys and similar types of confections are included but cough drops and chewing gum are excluded.

Packaged goods--This includes assorted chocolate and other confections packaged in consumer-type boxes, bags, window-boxes, etc., designed to retail at \$1 or more, 50 cents to 99 cents, and less than 50 cents per pound. Miniature bars are included here as are packages of marshmallows, sugar coated popcorn, and similar packaged confections.

**U.S. DEPARTMENT OF COMMERCE**  
**Bureau of the Census**  
Washington, D.C. 20233

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OFFICIAL BUSINESS





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## CURRENT INDUSTRIAL REPORTS

Confectionery, Including  
Chocolate Products

March 1971



U.S. DEPARTMENT OF COMMERCE / Bureau of the Census

FOR RELEASE: May 13, 1971

SERIES: M20C(71)-3

The statistics in this publication are based on a survey of manufacturers and represent the entire U.S. sales of confectionery by manufacturing establishments except in table 3. Estimates are included for establishments whose reports were not received in time for tabulation. A more complete description of the survey appears on pages 2 and 3.

Table 1. Summary of Manufacturers' Sales of  
Confectionery, 1969 to 1971

(Millions of Dollars)

Month and year	Total <sup>1</sup> (Seasonally adjusted)	Total (Unadjusted)	Manufacturer- wholesalers (Unadjusted)	Manufacturer- retailers (Unadjusted)
1971				
March.....	153	161	151	10
February.....	164	174	164	10
January.....	158	162	155	7
1970				
December <sup>2</sup> .....	156	157	137	20
November.....	147	174	163	10
October.....	154	192	185	7
September.....	157	214	208	6
August.....	159	138	133	5
July.....	153	108	110	5
June.....	157	125	125	5
May.....	152	118	118	6
April.....	136	124	123	6
March.....	155	160	151	14
February.....	163	172	160	17
January.....	153	159	150	9
1969				
December.....	157	156	134	22
November.....	157	183	171	12
October.....	152	197	189	8
September.....	152	204	197	7
August.....	157	138	132	6
July.....	157	110	106	4
June.....	154	121	114	7
May.....	157	124	116	8
April.....	154	140	128	12
March.....	159	159	148	11

Note: Detail may not add to total due to independent rounding.

<sup>1</sup>Data for 1969 and 1970 are taken from Current Industrial Reports Series M20C Supplement, Confectionery, including Chocolate Products Seasonal Adjustment Supplement published March 12, 1971.<sup>2</sup>The final combined seasonal factor for December, 1970 is 100.454 rather than the 110.454 published in the Seasonal Adjustment Supplement released March 12, 1971.

TABLE 2.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS\*  
BY KIND OF BUSINESS AND GEOGRAPHIC AREA(DATA BY GEOGRAPHIC AREA ARE NOT SHOWN FOR THIS REPORT PENDING FURTHER  
REVIEW OF THE DATA FOR 1969 AND 1970. REVISED DATA  
WILL BE SHOWN IN A LATER REPORT.)TABLE 3.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS,  
BY TYPE OF CONFECTIONERY

SIC CODE	TYPE OF PRODUCT	MARCH 1971		FEBRUARY 1971		MARCH 1970	
		QUANTITY - THOUSAND POUNDS	VALUE - THOUSAND DOLLARS	QUANTITY - THOUSAND POUNDS	VALUE - THOUSAND DOLLARS	QUANTITY - THOUSAND POUNDS	VALUE - THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS. . . . .	196 568	99 079	203 030	105 944	202 713	100 518
	PACKAGE GOODS MADE TO RETAIL AT:						
2071324	\$1.00 OR MORE PER POUND . . . . .	7 318	9 379	10 739	11 435	6 598	7 211
2071351	\$0.50 TO \$0.99 PER POUND. . . . .	27 788	15 289	29 590	16 558	24 731	13 567
2071371	LESS THAN \$0.50 PER POUND. . . . .	41 666	12 262	43 347	13 543	36 265	10 812
2070114	BAR GOODS. . . . .	72 050	41 033	73 449	42 681	85 812	46 207
2071201	5 CENT AND 10 CENT SPECIALTIES . . . . .	23 951	13 144	22 691	14 048	27 879	15 879
2070121	BULK GOODS, INCLUDING PENNY GOODS. . . . .	23 795	7 972	23 214	7 679	21 428	6 842

## DESCRIPTION OF SURVEY

The statistics in this publication were collected on census Form M20C.1, "Monthly Confectionery Survey by Type of Confectionery Survey" from a sample of approximately 330 confectionery manufacturing establishments which account for approximately 90 percent of the total U.S. manufacturers' sales of confectionery products. The proportion estimated for the establishments which are not on the reporting panel varies by State and is based on their sales as reported in the Census of Manufactures.

The statistics presented in table 1 represent industry total sales figures which are based on the combined monthly sales totals reported by the 330 establishments in the reporting panel and which include estimates as described above.

Approximately 250 of the respondents are mailed Form M20C.2 on which the total monthly sales figure is the only item reported. The remaining establishments on the panel, which form a group of about 80 of the large manufacturer-wholesaler and chocolate-manufacturing concerns, report on Form M20C.1 on which detail by type of confectionery is requested in addition to the total sales figure. Aggregate figures for this group are presented in table 3. Comparison of table 3 with the second column of table 1 shows that the respondents of Form M20C.1 account for about 65 percent of the total estimated sales of manufacturer-wholesalers and chocolate-manufacturers.

The current month's figures include estimates for respondents in the reporting panel whose reports were not received in time for tabulation as well as for small respondents excluded from the panel. Missing figures for companies in the reporting panel are imputed from the month-to-month movements shown by reporting firms. The overall imputation rate is generally limited to 25 percent, including about 10 percent for small respondents excluded from the monthly panel. Individual items with higher imputation rates are footnoted.

The imputation rate is not an explicit indicator of the potential error in published figures due to nonresponse, both because the actual monthly movements for nonrespondents may or may not closely agree with the imputed movements, and because the estimates for nonpanel cases may not reflect their current activity. The probable range of difference between the actual and imputed figures is unknown. The degree of uncertainty regarding the accuracy of the data, however, increases as the percentage of imputation increases. Figures with imputation rates above 25 percent, particularly, should be used with caution.

Statistics for previous months may be revised, due to receipt of corrected data from respondents, including late reports for which estimates were made, and other corrections. Figures which were revised significantly are indicated by footnotes.

## SEASONAL ADJUSTMENT

This report presents seasonally adjusted data in table 1. The seasonal adjustment program largely eliminates the effect normal seasonal variations (including variations due to vacations, weather, etc.) as measured over the time period for which the data were used. The resulting information thus provides a better measure than the original data of the month-to-month variations which are due to factors that are not associated with a repetitive seasonal pattern. This program is simply described in the literature on this method.

## RELATED REPORTS

An annual Current Industrial Report which includes only summary data is published in this series. This report consists partly of totals from the monthly reports and partly of data obtained as the result of a joint survey by the Bureau of the Census and Bureau of Domestic Commerce. In this joint undertaking, various statistics on confectionery are collected on census form MA-20D. The results of the survey are published in detail in a report entitled, "Confectionery Manufacturers, Sales and Distribution" published by the Bureau of Domestic Commerce.

## EXPLANATION OF TERMS

Manufacturer-wholesalers--Confectionery manufacturing establishments which sell primarily to wholesalers or retailers. This category includes chocolate manufacturers.

Manufacturer-retailers--Confectionery manufacturing establishments which sell primarily through their own retail outlets. Establishments which have only one retail outlet are not classified in manufacturing.

Sales--Manufacturer-wholesaler and chocolate-manufacturer sales represent f.o.b. plant value and

exclude resales of goods purchased from other manufacturers or received from other plants of the reporting company.

Sales of manufacturer-retailers represent the value of goods transferred to retail outlets; they are approximately the commercial wholesale sales value and not the retail price to the consumer.

Products--In this survey, data are collected only for consumer type confectionery goods. Such data exclude cough drops, medicated candy, chewing gum, roasted peanuts, unsweetened popcorn, and fountain syrup.

Bar goods--Bar goods includes plain, coated, and molded bars with or without nuts which are wrapped with not more than two pieces to the individual consumer-unit; the consumer-units are retailed separately or in economy packages.

Bulk goods--Bulk goods includes penny goods, hard candies, coated nuts, peanut brittle, unpackaged chocolates, etc., usually wholesaled in containers over 5 pounds and weighed out by the retailer to be sold by the pound or fraction thereof.

5-cent and 10-cent specialties--These are confectionery items of more than two pieces to the individual consumer-unit and novelty items, intended to retail at the above prices. Rolls or packets of mints, fruit drops, holiday novelties, candy toys and similar types of confections are included but cough drops and chewing gum are excluded.

Packaged goods--This includes assorted chocolate and other confections packaged in consumer-type boxes, bags, window-boxes, etc., designed to retail at \$1 or more, 50 cents to 99 cents, and less than 50 cents per pound. Miniature bars are included here as are packages of marshmallows, sugar coated popcorn, and similar packaged confections.

**U.S. DEPARTMENT OF COMMERCE**  
**Bureau of the Census**  
Washington, D.C. 20233

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OFFICIAL BUSINESS



POSTAGE AND FEES PAID  
U.S. DEPARTMENT OF COMMERCE



## CURRENT INDUSTRIAL REPORTS

Confectionery, Including  
Chocolate Products

April 1971



U.S. DEPARTMENT OF COMMERCE / Bureau of the Census

FOR RELEASE: July 6, 1971

SERIES: M20C(71)-4

The statistics in this publication are based on a survey of manufacturers and represent the entire U.S. sales of confectionery by manufacturing establishments except in table 3. Estimates are included for establishments whose reports were not received in time for tabulation. A more complete description of the survey appears on pages 2 and 3.

Table 1. Summary of Manufacturers' Sales of  
Confectionery, 1969 to 1971

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(Millions of dollars)

Month and year	Total <sup>1</sup> (Seasonally adjusted)	Total (Unadjusted)
1971 <sup>3</sup>		
April <sup>2</sup> .....	170	155
March <sup>2</sup> .....	166	174
February <sup>2</sup> .....	173	183
January <sup>2</sup> .....	167	171
1970		
December.....	156	157
November.....	147	174
October.....	154	192
September.....	157	214
August.....	159	138
July.....	153	108
June.....	157	125
May.....	152	118
April.....	136	124
March.....	155	160
February.....	163	172
January.....	153	159
1969		
December.....	157	156
November.....	157	183
October.....	152	197
September.....	152	204
August.....	157	138
July.....	157	110
June.....	154	121
May.....	157	124
April.....	154	140

Note: Detail may not add to total due to independent rounding.

<sup>1</sup>Data for 1969 and 1970 and taken from Current Industrial Reports Series M20C Supplement, Confectionery, including Chocolate Products Seasonal Adjustment Supplement Published March 12, 1971.

<sup>2</sup>Beginning with January, 1971, the data are adjusted for number of working days in the reporting period. See description of survey.

<sup>3</sup>Data for 1971 is benchmarked to the 1967 Census of Manufactures. Comparable data for 1968, 1969, and 1970 will appear in the M20C Summary for 1970.

TABLE 2.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS\*  
BY KIND OF BUSINESS AND GEOGRAPHIC AREA

(DATA BY GEOGRAPHIC AREA ARE NOT SHOWN FOR THIS REPORT PENDING FURTHER  
REVIEW OF THE DATA FOR 1969 AND 1970. REVISED DATA  
WILL BE SHOWN IN A LATER REPORT.)

TABLE 3.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS,  
BY TYPE OF CONFECTIONERY

SIC CODE	TYPE OF PRODUCT	APRIL 1971		MARCH 1971		FEBRUARY 1971		JANUARY 1971	
		QUANTITY	VALUE	QUANTITY	VALUE	QUANTITY	VALUE	QUANTITY	VALUE
		THOUSAND POUNDS	THOUSAND DOLLARS	THOUSAND POUNDS	THOUSAND DOLLARS	THOUSAND POUNDS	THOUSAND DOLLARS	THOUSAND POUNDS	THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS. . . . .	182 592	86 852	203 921	102 514	203 030	105 944	185 022	103 543
	PACKAGE GOODS MADE TO RETAIL AT:								
2071324	\$1.00 OR MORE PER POUND . . . . .	6 621	7 857	7 563	<sup>F</sup> 3 311	10 739	11 435	19 136	23 233
2071351	\$0.50 TO \$0.99 PER POUND . . . . .	26 942	13 950	29 603	<sup>F</sup> 16 498	29 590	16 558	23 828	12 881
2071371	LESS THAN \$0.50 PER POUND . . . . .	35 405	9 088	39 809	<sup>F</sup> 11 592	43 347	13 543	36 642	11 593
2070114	BAR GOODS . . . . .	68 848	38 759	78 207	<sup>F</sup> 48 679	73 449	42 681	62 716	37 364
2071201	5 CENT AND 10 CENT SPECIALTIES. . . . .	21 954	10 442	24 184	13 396	22 691	14 048	18 760	10 475
2070121	BULK GOOD, INCLUDING PENNY GOODS. . . . .	22 822	6 756	24 555	8 038	23 214	7 679	23 940	7 997

<sup>F</sup>Revised by 5 percent or more from previously published figures.

## DESCRIPTION OF SURVEY

The statistics in this publication were collected on census Form M20C.1, "Monthly Confectionery Survey by Type of Confectionery Survey" from a sample of approximately 330 confectionery manufacturing establishments which account for approximately 90 percent of the total U.S. manufacturers' sales of confectionery products. The proportion estimated for the establishments which are not on the reporting panel varies by State and is based on their sales as reported in the Census of Manufactures.

The statistics presented in table 1 represent industry total sales figures which are based on the combined monthly sales totals reported by the 330 establishments in the reporting panel and which include estimates as described above.

Approximately 250 of the respondents are mailed Form M20C.2 on which the total monthly sales figure is the only item reported. The remaining establishments on the panel, which form a group of about 80 of the large manufacturer-wholesaler and chocolate-manufacturing concerns, report on Form M20C.1 on which detail by type of confectionery is requested in addition to the total sales figure. Aggregate figures for this group are presented in table 3. Comparison of table 3 with the second column of table 1 shows that the respondents of Form M20C.1 account for about 65 percent of the total estimated sales of manufacturer-wholesalers and chocolate-manufacturers.

The current month's figures include estimates for respondents in the reporting panel whose reports were not received in time for tabulation as well as for small respondents excluded from the panel. Missing figures for companies in the reporting panel are imputed from the month-to-month movements shown by reporting firms. The overall imputation rate is generally limited to 25 percent, including about 10 percent for small respondents excluded from the monthly panel. Individual items with higher imputation rates are footnoted.

The imputation rate is not an explicit indicator of the potential error in published figures due to nonresponse, both because the actual monthly movements for nonrespondents may or may not closely agree with the imputed movements, and because the estimates for nonpanel cases may not reflect their current activity. The probable range of difference between the actual and imputed figures is unknown. The degree of uncertainty regarding the accuracy of the data, however, increases as the percentage of imputation increases. Figures with imputation rates above 25 percent, particularly, should be used with caution.

Statistics for previous months may be revised, due to receipt of corrected data from respondents, including late reports for which estimates were made, and other corrections. Figures which were revised significantly are indicated by footnotes.

## SEASONAL ADJUSTMENT

This report presents seasonally adjusted data in table 1. The seasonal adjustment program largely eliminates the effect normal seasonal variations (including variations due to vacations, weather, etc.) as measured over the time period for which the data were used. The resulting information thus provides a better measure than the original data of the month-to-month variations which are due to factors that are not associated with a repetitive seasonal pattern. Beginning January 1971 the data were adjusted for number of working days in the reporting period to compensate for differences in individual company reporting patterns (i.e. calendar month, 4-week, 5-week periods). Based on a study of large confectionery manufacturers, it has been determined that the calendar month accounting system prevails in the industry. Hence, adjustments have been made to those reporting on other than a calendar month basis. This program is amply described in the literature on this method.

## RELATED REPORTS

An annual Current Industrial Report which includes only summary data is published in this series. This report consists partly of totals from the monthly reports and partly of data obtained as the result of a joint survey by the Bureau of the Census and Bureau of Domestic Commerce. In this joint undertaking, various statistics on confectionery are collected on census form MA-20D. The results of the survey are published in detail in a report entitled, "Confectionery Manufacturers, Sales and Distribution" published by the Bureau of Domestic Commerce.

## EXPLANATION OF TERMS

Manufacturer-wholesalers--Confectionery manufacturing establishments which sell primarily to wholesalers or retailers. This category includes chocolate manufacturers.

Manufacturer-retailers--Confectionery manufacturing establishments which sell primarily through their own retail outlets. Establishments which have only one retail outlet are not classified in manufacturing.

Sales--Manufacturer-wholesaler and chocolate-manufacturer sales represent f.o.b. plant value and exclude resales of goods purchased from other manufacturers or received from other plants of the reporting company.

Sales of manufacturer-retailers represent the value of goods transferred to retail outlets; they are approximately the commercial wholesale sales value and not the retail price to the consumer.

Products--In this survey, data are collected only for consumer type confectionery goods. Such data exclude cough drops, medicated candy, chewing gum, roasted peanuts, unsweetened popcorn, and fountain syrup.

Bar goods--Bar goods includes plain, coated, and molded bars with or without nuts which are wrapped with not more than two pieces to the individual consumer-unit; the consumer-units are retailed separately or in economy packages.

Bulk goods--Bulk goods includes penny goods, hard candies, coated nuts, peanut brittle, unpackaged chocolates, etc., usually wholesaled in containers over 5 pounds and weighed out by the retailer to be sold by the pound or fraction thereof.

5-cent and 10-cent specialties--These are confectionery items of more than two pieces to the individual consumer-unit and novelty items, intended to retail at the above prices. Rolls or packets of mints, fruit drops, holiday novelties, candy toys and similar types of confections are included but cough drops and chewing gum are excluded.

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**U.S. DEPARTMENT OF COMMERCE**  
**Bureau of the Census**

Washington, D.C. 20233

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OFFICIAL BUSINESS



POSTAGE AND FEES PAID  
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## CURRENT INDUSTRIAL REPORTS

Confectionery, Including  
Chocolate Products

May and June 1971

U.S. DEPARTMENT OF COMMERCE / Bureau of the Census



FOR RELEASE: September 2, 1971

SERIES: M20C(71)-5 and 6

The statistics in this publication are based on a survey of manufacturers and represent the entire U.S. sales of confectionery by manufacturing establishments except in table 3. Estimates are included for establishments whose reports were not received in time for tabulation. A more complete description of the survey appears on pages 3 and 4.

Table 1. Summary of Manufacturers' Sales of  
Confectionery, 1969 to 1971

(Millions of dollars)

Month and year	Total <sup>2</sup> (seasonally adjusted)	Total <sup>4</sup> (unadjusted)
1971 <sup>1</sup>		
June.....	171	138
May.....	176	135
April.....	172	157
March.....	168	176
February.....	168	178
January.....	167	171
1970 <sup>1</sup>		
December.....	162	163
November.....	152	180
October.....	159	199
September.....	162	222
August.....	164	143
July.....	158	112
June.....	162	129
May.....	157	122
April.....	140	128
March.....	161	166
February.....	168	178
January.....	158	164
1969 <sup>1</sup>		
December.....	159	158
November.....	159	185
October.....	154	199
September.....	154	207
August.....	159	140
July.....	158	111
June.....	155	122
May.....	158	125
April.....	162	147

<sup>1</sup>Data (unadjusted) shown in table 1 are rebenchmarked to the 1967 Census of Manufactures. Detailed statistics are shown in the M20C summary for 1970 issued on August 6, 1971. <sup>2</sup>Data are seasonally adjusted by the factors shown in the M20C Seasonal Adjustment Supplement published March 12, 1971. Revised factors based on data benchmarked to the 1967 Census of Manufactures will be published with the July 1971 report. <sup>3</sup>Beginning with January 1971, the data are adjusted for number of working days in the reporting period. Although comparable monthly data for prior years are not available, the effect of this adjustment is considered to be negligible at the U.S. total level (see Description of Survey). <sup>4</sup>Includes manufacturer-retailers which are defined as confectionery manufacturers having two or more retail outlets (see Explanation of Terms).

TABLE 2.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS,  
BY KIND OF BUSINESS AND GEOGRAPHIC AREA

(IN THOUSANDS OF DOLLARS)

ITEM	1971 <sup>1</sup>					
	JUNE	MAY	APRIL	MARCH	FEBRUARY	JANUARY
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA:						
UNITED STATES TOTAL . . . . .	130 694	127 387	142 649	166 602	167 610	163 963
NEW ENGLAND . . . . .	8 155	7 773	9 457	11 840	13 930	18 113
MIDDLE ATLANTIC . . . . .	46 390	45 935	51 117	62 244	63 770	63 040
NEW YORK AND NEW JERSEY . . . . .	22 596	21 676	24 259	27 186	27 564	21 764
PENNSYLVANIA . . . . .	23 794	24 259	26 858	35 058	36 206	41 276
EAST NORTH CENTRAL . . . . .	48 818	47 412	48 966	55 654	55 340	45 874
ILLINOIS . . . . .	43 315	41 883	42 634	47 669	47 903	38 263
OHIO AND INDIANA . . . . .	4 271	4 299	4 310	6 006	5 276	4 546
MICHIGAN AND WISCONSIN . . . . .	1 232	1 230	2 022	1 979	2 161	3 065
WEST NORTH CENTRAL . . . . .	4 838	4 640	5 824	6 693	6 417	6 769
MINNESOTA, KANSAS, S. DAKOTA, NEBRASKA . . . . .	2 691	2 640	3 764	4 589	4 604	5 127
IOWA AND MISSOURI . . . . .	2 147	2 000	2 060	2 104	1 813	1 642
SOUTH ATLANTIC . . . . .	7 010	6 661	9 339	8 904	7 696	8 944
MARYLAND, DISTRICT OF COLUMBIA, VIRGINIA, WEST VIRGINIA, NORTH CAROLINA, AND SOUTH CAROLINA . . . . .	3 272	3 002	5 165	5 325	4 578	5 958
GEORGIA AND FLORIDA . . . . .	3 738	3 659	4 174	3 579	3 118	2 986
EAST SOUTH CENTRAL (KENTUCKY, TENNESSEE, ALABAMA, AND MISSISSIPPI) . . . . .	1 106	1 257	1 650	1 426	1 325	2 306
WEST SOUTH CENTRAL (ARKANSAS, LOUISIANA, OKLAHOMA, AND TEXAS) . . . . .	3 560	3 388	4 374	5 252	4 968	5 210
MOUNTAIN (ARIZONA, COLORADO, IDAHO, NEW MEXICO, AND UTAH) . . . . .	903	898	1 670	1 572	1 951	2 193
PACIFIC . . . . .	9 914	9 423	10 252	13 017	12 213	11 514
CALIFORNIA . . . . .	9 531	8 939	9 644	12 257	11 431	10 521
WASHINGTON AND OREGON . . . . .	383	484	608	760	782	993

<sup>1</sup>Beginning January, 1971, the data shown in this table are adjusted for the number of working days in the reporting period (See Description of Survey). In addition, data for 1971 are benchmarked to the 1967 Census of Manufactures. Comparable data for 1969 and 1970 appear in the M20C Summary for 1970 issued on August 6, 1971.

<sup>2</sup>Exclude manufacturer-retailers.

TABLE 3.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS,  
BY TYPE OF CONFECTIONERY

SIC CODE	TYPE OF PRODUCT	JUNE 1971 <sup>1</sup>		MAY 1971 <sup>1</sup>		APRIL 1971 <sup>1</sup>	
		QUANTITY - THOUSAND POUNDS	VALUE - THOUSAND DOLLARS	QUANTITY - THOUSAND POUNDS	VALUE - THOUSAND DOLLARS	QUANTITY - THOUSAND POUNDS	VALUE - THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS . . . . .	181 411	86 124	171 671	82 045	181 605	89 510
	PACKAGE GOODS MADE TO RETAIL AT:						
2071324	\$1.00 OR MORE PER POUND . . . . .	2 611	3 006	3 205	3 684	6 549	7 790
2071351	\$0.50 TO \$0.99 PER POUND . . . . .	29 953	16 344	23 967	13 066	26 550	14 400
2071371	LESS THAN \$0.50 PER POUND . . . . .	36 437	9 600	34 752	8 871	35 289	9 512
2070114	BAR GOODS . . . . .	64 656	35 952	63 288	36 200	68 841	39 650
2071201	5 CENT AND 10 CENT SPECIALTIES . . . . .	25 516	13 476	24 280	12 921	21 771	11 149
2070121	BULK GOODS, INCLUDING PENNY GOODS . . . . .	22 238	7 746	22 179	7 303	22 605	7 009

<sup>1</sup>Revised by 5 percent or more from previously published figures.

<sup>2</sup>Monthly data for 1971 shown in this table are adjusted for the number of working days in the reporting period to a calendar month basis. See Description of Survey.

## DESCRIPTION OF SURVEY

The statistics in this publication were collected on census Form M20C.1, "Monthly Confectionery Survey by Type of Confectionery Survey" from a sample of approximately 330 confectionery manufacturing establishments which account for approximately 90 percent of the total U.S. manufacturers' sales of confectionery products. The proportion estimated for the establishments which are not on the reporting panel varies by State and is based on their sales as reported in the Census of Manufactures.

The statistics presented in table 1 represent industry total sales figures which are based on the combined monthly sales totals reported by the 330 establishments in the reporting panel and which include estimates as described above.

Approximately 250 of the respondents are mailed Form M20C.2 on which the total monthly sales figures is the only item reported. The remaining establishments on the panel, which form a group of about 80 of the large manufacturer-wholesaler and chocolate-manufacturing concerns, report on Form M20C.1 on which detail by type of confectionery is requested in addition to the total sales figure. Aggregate figures for this group are presented in table 3. Comparison of table with the second column of table 1 shows that the respondents of Form M20C.1 account for about 65 percent of the total estimated sales of manufacturer-wholesalers and chocolate-manufacturers.

The current month's figures include estimates for respondents in the reporting panel whose reports were not received in time for tabulation as well as for small respondents excluded from the panel. Missing figures for companies in the reporting panel are imputed from the month-to-month movements shown by reporting firms. The overall imputation rate is generally limited to 25 percent, including about 10 percent for small respondents excluded from the monthly panel. Individual items with higher imputation rates are footnoted.

The imputation rate is not an explicit indicator of the potential error in published figures due to nonresponse, both because the actual monthly movements for nonrespondents may or may not closely agree with the imputed movements, and because the estimates for nonpanel cases may not reflect their current activity. The probable range of difference between the actual and imputed figures is unknown. The degree of uncertainty regarding the accuracy of the data, however, increases as the percentage of imputation increases. Figures with imputation rates above

25 percent, particularly, should be used with caution.

Statistics for previous months may be revised, due to receipt of corrected data from respondents, including late reports for which estimates were made, and other corrections. Figures which were revised significantly are indicated by footnotes.

## REPORTING PERIOD ADJUSTMENT

Beginning January 1971 the data were adjusted for number of working days in the reporting period to compensate for differences in individual company reporting patterns (i.e. calendar month, 4-week, 5-week periods). Based on a study of large confectionery manufacturers, it has been determined that the calendar month accounting system prevails in the industry. Hence, adjustments have been made to those reporting on other than a calendar month basis.

## SEASONAL ADJUSTMENT

This report presents seasonally adjusted data in table 1. The seasonal adjustment program largely eliminates the effect normal seasonal variations (including variations due to vacations, weather, etc.) and measured over the time period for which the data were used. The resulting information thus provides a better measure than the original data of the month-to-month variations which are due to factors that are not associated with a repetitive seasonal pattern. This program is amply described in the literature on this method.

## RELATED REPORTS

An annual Current Industrial Report which includes only summary data is published in this series. This report consists partly of totals from the monthly reports and partly of data obtained as the result of a joint survey by the Bureau of the Census and Bureau of Domestic Commerce. In this joint undertaking, various statistics on confectionery are collected on census form MA-20D. The results of the survey are published in detail in a report entitled, "Confectionery Manufacturers, Sales and Distribution" published by the Bureau of Domestic Commerce.

## EXPLANATION OF TERMS

Manufacturer - wholesalers -- Confectionery manufacturing establishments which sell primarily to wholesalers or retailers. This category includes chocolate manufacturers.

Manufacturer-retailers -- Confectionery manufacturing establishments which sell primarily through their own retail outlets. Establishments which have only one retail outlet are not classified in manufacturing.

Sales--Manufacturer-wholesaler and chocolate-manufacturer sales represent f.o.b. plant value and exclude resales of goods purchased from other manufacturers or received from other plants of the reporting company.

Sales of manufacturer-retailers represent the value of goods transferred to retail outlets; they are approximately the commercial wholesale sales value and not the retail price to the consumer.

Products--In this survey, data are collected only for consumer type confectionery goods. Such data exclude cough drops, medicated candy, chewing gum, roasted peanuts, unsweetened popcorn, and fountain syrup.

Bar goods--Bar goods includes plain, coated and molded bars with or without nuts which are wrapped with not more than two pieces to the individual consumer-unit; the consumer-units are retailed separately or in economy packages.

Bulk goods--Bulk goods includes penny goods, hard candies, coated nuts, peanut brittle, unpackaged chocolates, etc., usually wholesaled in containers over 5 pounds and weighted out by the retailer to be sold by the pound or fraction thereof.

5-cent and 10-cent specialties--These are confectionery items of more than two pieces to the individual consumer-unit and novelty items, intended to retail at the above prices. Rolls or packets of mints, fruit drops, holiday novelties, candy toys and similar types of confections are included but cough drops and chewing gum are excluded.

Packaged goods--This includes assorted chocolate and other confections packaged in consumer-type boxes, bags, window-boxes, etc., designed to retail at \$1 or more, 50cents to 99 cents, and less than 50 cents per pound. Miniature bars are included here as are packages of marshmallows, sugar coated popcorn, and similar packaged confections.

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## CURRENT INDUSTRIAL REPORTS

Confectionery, Including  
Chocolate Products

July 1971



U.S. DEPARTMENT OF COMMERCE / Bureau of the Census

FOR RELEASE: September 15, 1971

SERIES: M20C(71)-7

The statistics in this publication are based on a survey of manufacturers and represent the entire U.S. sales of confectionery by manufacturing establishments except in table 3. Estimates are included for establishments whose reports were not received in time for tabulation. A more complete description of the survey appears on pages 3 and 4.

Table 1. Summary of Manufacturers' Sales of  
Confectionery, 1969 to 1971

(Millions of dollars)

Month and year	Total <sup>2 4</sup> (seasonally adjusted)	Total <sup>4</sup> (unadjusted)
1971 <sup>1 3</sup>		
July.....	176	121
June.....	172	139
May.....	176	135
April.....	172	157
March.....	168	176
February.....	168	178
January.....	167	171
1970 <sup>1</sup>		
December.....	162	163
November.....	152	180
October.....	159	199
September.....	162	222
August.....	164	143
July.....	158	112
June.....	162	129
May.....	157	122
April.....	140	128
March.....	161	166
February.....	168	178
January.....	158	164
1969 <sup>1</sup>		
December.....	159	158
November.....	159	185
October.....	154	199
September.....	154	207
August.....	159	140
July.....	158	111

<sup>1</sup>Data (unadjusted) shown in table 1 are rebenchmarked to the 1967 Census of Manufactures. Detailed statistics are shown in the M20C summary for 1970 issued on August 6, 1971.

<sup>2</sup>Data are seasonally adjusted by the factors shown in the M20C Seasonal Adjustment Supplement published March 12, 1971. Revised factors based on data benchmarked to the 1967 Census of Manufactures will be published with the August 1971 report.

<sup>3</sup>Beginning with January 1971, the data are adjusted for number of working days in the reporting period. Although comparable monthly data for prior years are not available, the effect of this adjustment is considered to be negligible at the U.S. total level (see Reporting Period Adjustment). <sup>4</sup>Includes manufacturer-retailers which are defined as confectionery manufacturers having two or more retail outlets (see Explanation of Terms).

TABLE 2.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS,  
BY KIND OF BUSINESS AND GEOGRAPHIC AREA

ITEM	JULY 1971 <sup>1</sup>	JUNE 1971 <sup>1</sup>
	SALES (\$1,000)	SALES (\$1,000)
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA: UNITED STATES TOTAL . . . . .	115 268	132 882
NEW ENGLAND . . . . .	5 816	8 275
MIDDLE ATLANTIC . . . . .	40 243	48 989
NEW YORK AND NEW JERSEY . . . . .	19 520	23 996
PENNSYLVANIA . . . . .	20 723	24 993
EAST NORTH CENTRAL . . . . .	38 403	48 488
ILLINOIS . . . . .	33 084	43 092
OHIO AND INDIANA . . . . .	3 952	4 180
MICHIGAN AND WISCONSIN . . . . .	1 367	1 216
WEST NORTH CENTRAL . . . . .	4 137	4 840
MINNESOTA, KANSAS, S. DAKOTA, NEBRASKA . . . . .	2 070	2 691
IOWA AND MISSOURI . . . . .	2 067	2 149
SOUTH ATLANTIC . . . . .	6 749	7 009
MARYLAND, DISTRICT OF COLUMBIA, VIRGINIA, WEST VIRGINIA, NORTH CAROLINA, AND SOUTH CAROLINA . . . . .	2 521	3 271
GEORGIA AND FLORIDA . . . . .	4 228	3 738
EAST SOUTH CENTRAL (KENTUCKY, TENNESSEE, ALABAMA, AND MISSISSIPPI) . . . . .	1 177	1 106
WEST SOUTH CENTRAL (ARKANSAS, LOUISIANA, OKLAHOMA, AND TEXAS) . . . . .	2 995	3 560
MOUNTAIN (ARIZONA, COLORADO, IDAHO, NEW MEXICO, AND UTAH) . . . . .	7 874	903
PACIFIC . . . . .	7 874	9 712
CALIFORNIA . . . . .	7 542	9 329
WASHINGTON AND OREGON . . . . .	332	383

<sup>1</sup>REVISED BY 5 PERCENT OR MORE FROM PREVIOUSLY PUBLISHED FIGURES.

<sup>1</sup>BEGINNING JANUARY 1971, THE DATA SHOWN IN THIS TABLE ARE ADJUSTED FOR THE NUMBER OF WORKING DAYS IN THE REPORTING PERIOD (SEE DESCRIPTION OF SURVEY). IN ADDITION DATA FOR 1971 ARE BENCHMARKED TO THE 1967 CENSUS OF MANUFACTURES. DATA FOR JANUARY-MAY 1971 APPEAR ON A COMPARABLE BASIS IN THE M20C FOR MAY AND JUNE 1971 ISSUED ON SEPTEMBER 2, 1971. COMPARABLE DATA FOR 1969 AND 1970 APPEAR IN THE M20C SUMMARY FOR 1970 ISSUED ON AUGUST 6, 1971. DATA EXCLUDED MANUFACTURER-RETAILERS.

TABLE 3.--POUNDAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS,  
BY TYPE OF CONFECTIONERY

SIC CODE	TYPE OF PRODUCT	JULY 1971 <sup>1</sup>		JUNE 1971 <sup>1</sup>	
		QUANTITY THOUSAND POUNDS	VALUE THOUSAND DOLLARS	QUANTITY THOUSAND POUNDS	VALUE THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS. . . . .	138 299	66 674	181 895	85 624
	PACKAGE GOODS MADE TO RETAIL AT:				
2071324	\$1.00 OR MORE PER POUND . . . . .	1 412	2 137	2 614	2 684
2071351	\$0.50 TO \$0.99 PER POUND . . . . .	22 885	12 251	29 440	15 988
2071371	LESS THAN \$0.50 PER POUND . . . . .	26 711	7 203	35 678	9 733
2070114	BAR GOODS . . . . .	50 682	29 597	64 634	35 952
2071201	5 CENT AND 10 CENT SPECIALTIES . . . . .	19 044	9 828	25 618	13 515
2070121	BULK GOODS, INCLUDING PENNY GOODS . . . . .	18 065	5 658	23 911	7 752

<sup>1</sup>REVISED BY 5 PERCENT OR MORE FROM PREVIOUSLY PUBLISHED FIGURES.

<sup>1</sup>MONTHLY DATA FOR 1971 SHOWN IN THIS TABLE ARE ADJUSTED FOR THE NUMBER OF WORKING DAYS IN THE REPORTING PERIOD TO A CALENDAR-MONTH BASIS. (SEE REPORTING PERIOD ADJUSTMENT).

## DESCRIPTION OF SURVEY

The statistics in this publication were collected on census Form M20C.1, "Monthly Confectionery Survey by Type of Confectionery Survey" from a sample of approximately 330 confectionery manufacturing establishments which account for approximately 90 percent of the total U.S. manufacturers' sales of confectionery products. The proportion estimated for the establishments which are not on the reporting panel varies by State and is based on their sales as reported in the Census of Manufactures.

The statistics presented in table 1 represent industry total sales figures which are based on the combined monthly sales totals reported by the 330 establishments in the reporting panel and which include estimates as described above.

Approximately 250 of the respondents are mailed Form M20C.2 on which the total monthly sales figures is the only item reported. The remaining establishments on the panel, which form a group of about 80 of the large manufacturer-wholesaler and chocolate-manufacturing concerns, report on Form M20C.1 on which detail by type of confectionery is requested in addition to the total sales figure. Aggregate figures for this group are presented in table 3. Comparison of table with the second column of table 1 shows that the respondents of Form M20C.1 account for about 65 percent of the total estimated sales of manufacturer-wholesalers and chocolate-manufacturers.

The current month's figures include estimates for respondents in the reporting panel whose reports were not received in time for tabulation as well as for small respondents excluded from the panel. Missing figures for companies in the reporting panel are imputed from the month-to-month movements shown by reporting firms. The overall imputation rate is generally limited to 25 percent, including about 10 percent for small respondents excluded from the monthly panel. Individual items with higher imputation rates are footnoted.

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25 percent, particularly, should be used with caution.

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## SEASONAL ADJUSTMENT

This report presents seasonally adjusted data in table 1. The seasonal adjustment program largely eliminates the effect normal seasonal variations (including variations due to vacations, weather, etc.) and measured over the time period for which the data were used. The resulting information thus provides a better measure than the original data of the month-to-month variations which are due to factors that are not associated with a repetitive seasonal pattern. This program is amply described in the literature on this method.

## RELATED REPORTS

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## EXPLANATION OF TERMS

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Sales--Manufacturer-wholesaler and chocolate-manufacturer sales represent f.o.b. plant value and exclude resales of goods purchased from other manufacturers or received from other plants of the reporting company.

Sales of manufacturer-retailers represent the value of goods transferred to retail outlets; they are approximately the commercial wholesale sales value and not the retail price to the consumer.

Products--In this survey, data are collected only for consumer type confectionery goods. Such data exclude cough drops, medicated candy, chewing gum, roasted peanuts, unsweetened popcorn, and fountain syrup.

Bar goods--Bar goods includes plain, coated and molded bars with or without nuts which are wrapped with not more than two pieces to the individual consumer-unit; the consumer-units are retailed separately or in economy packages.

Bulk goods--Bulk goods includes penny goods, hard candies, coated nuts, peanut brittle, unpackaged chocolates, etc., usually wholesaled in containers over 5 pounds and weighted out by the retailer to be sold by the pound or fraction thereof.

5-cent and 10-cent specialties--These are confectionery items of more than two pieces to the individual consumer-unit and novelty items, intended to retail at the above prices. Rolls or packets of mints, fruit drops, holiday novelties, candy toys and similar types of confections are included but cough drops and chewing gum are excluded.

Packaged goods--This includes assorted chocolate and other confections packaged in consumer-type boxes, bags, window-boxes, etc., designed to retail at \$1 or more, 50 cents to 99 cents, and less than 50 cents per pound. Miniature bars are included here as are packages of marshmallows, sugar coated popcorn, and similar packaged confections.



## CURRENT INDUSTRIAL REPORTS

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M20C(71)-8. Confectionery, Including  
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November 1971

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The statistics in this publication are based on a survey of manufacturers and represent the entire U.S. sales of confectionery by manufacturing establishments except in table 3. Estimates are included for establishments whose reports were not received in time for tabulation. A more complete description of the survey appears on pages 5 and 6.

Table 1. Summary of Manufacturers' Sales of  
Confectionery, 1969 to 1971

(Millions of dollars)

Month and year	Total <sup>2 4</sup> (seasonally adjusted)	Total <sup>4</sup> (unadjusted)
1971 <sup>1 3</sup>		
August.....	191	172
July.....	168	115
June.....	173	139
May.....	176	135
April.....	170	157
March.....	166	176
February.....	167	178
January.....	166	171
1970 <sup>1</sup>		
December.....	163	163
November.....	153	180
October.....	161	199
September.....	162	222
August.....	164	143
July.....	159	112
June.....	163	129
May.....	156	122
April.....	139	128
March.....	160	166
February.....	168	178
January.....	158	164
1969 <sup>1</sup>		
December.....	161	158
November.....	160	185
October.....	156	199
September.....	154	207
August.....	158	140

<sup>1</sup>Data (unadjusted) shown in table 1 are rebenchmarked to the 1967 Census of Manufactures. Detailed statistics are shown in the M20C summary for 1970 issued on August 6, 1971.

<sup>2</sup>Data are seasonally adjusted by the factors shown in the M20C Seasonal Adjustment Supplement published November 1971. The revised factors are based on data rebenchmarked to the 1967 Census of Manufactures.

<sup>3</sup>Beginning with January 1971, the data are adjusted for number of working days in the reporting period. Although comparable monthly data for prior years are not available, the effect of this adjustment is considered to be negligible at the U.S. total level (see Reporting Period Adjustment).

<sup>4</sup>Includes manufacturer-retailers which are defined as confectionery manufacturers having two or more retail outlets (see Explanation of Terms).

TABLE 2.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS,  
BY KIND OF BUSINESS AND GEOGRAPHIC AREA

ITEM	AUGUST 1971	JULY 1971
	SALES (\$1,000)	SALES (\$1,000)
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA:		
UNITED STATES TOTAL . . . . .	165 985	<sup>T</sup> 109 107
NEW ENGLAND . . . . .	10 284	5 816
MIDDLE ATLANTIC . . . . .	63 100	40 453
NEW YORK AND NEW JERSEY . . . . .	26 914	19 267
PENNSYLVANIA . . . . .	36 186	21 186
EAST NORTH CENTRAL . . . . .	61 983	38 815
ILLINOIS . . . . .	54 907	33 534
OHIO AND INDIANA . . . . .	5 116	3 914
MICHIGAN AND WISCONSIN . . . . .	1 960	1 367
WEST NORTH CENTRAL . . . . .	5 311	4 143
MINNESOTA, KANSAS, S. DAKOTA, NEBRASKA . . . . .	2 832	2 076
IOWA AND MISSOURI . . . . .	2 479	2 067
SOUTH ATLANTIC . . . . .	8 091	6 575
MARYLAND, DISTRICT OF COLUMBIA, VIRGINIA, WEST VIRGINIA, NORTH CAROLINA, AND SOUTH CAROLINA . . . . .	3 428	2 498
GEORGIA AND FLORIDA . . . . .	4 663	4 077
EAST SOUTH CENTRAL (KENTUCKY, TENNESSEE, ALABAMA, AND MISSISSIPPI) . . . . .	1 272	1 177
WEST SOUTH CENTRAL (ARKANSAS, LOUISIANA, OKLAHOMA, AND TEXAS) . . . . .	3 731	3 053
MOUNTAIN (ARIZONA, COLORADO, IDAHO, NEW MEXICO, AND UTAH) . . . . .	1 037	<sup>T</sup> 802
PACIFIC . . . . .	11 176	<sup>T</sup> 8 273
CALIFORNIA . . . . .	10 638	<sup>T</sup> 7 948
WASHINGTON AND OREGON . . . . .	538	325

<sup>T</sup>REVISED BY 5 PERCENT OR MORE FROM PREVIOUSLY PUBLISHED FIGURES.<sup>1</sup>BEGINNING JANUARY 1971, THE DATA SHOWN IN THIS TABLE ARE ADJUSTED FOR THE NUMBER OF WORKING DAYS IN THE REPORTING PERIOD (SEE DESCRIPTION OF SURVEY). IN ADDITION DATA FOR 1971 ARE BENCHMARKED TO THE 1967 CENSUS OF MANUFACTURES. DATA FOR JANUARY-MAY 1971 APPEAR ON A COMPARABLE BASIS IN THE M20C FOR MAY AND JUNE 1971 ISSUED ON SEPTEMBER 2, 1971. COMPARABLE DATA FOR 1969 AND 1970 APPEAR IN THE M20C SUMMARY FOR 1970 ISSUED ON AUGUST 6, 1971. DATA EXCLUDES MANUFACTURER-RETAILERS.TABLE 3.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS,  
BY TYPE OF CONFECTIONERY

SIC CODE	TYPE OF PRODUCT	AUGUST 1971 <sup>1</sup>		JULY 1971 <sup>1</sup>	
		QUANTITY THOUSAND POUNDS	VALUE THOUSAND DOLLARS	QUANTITY THOUSAND POUNDS	VALUE THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS . . . . .	217 422	109 964	140 681	67 607
	PACKAGE GOODS MADE TO RETAIL AT:				
2071324	\$1.00 OR MORE PER POUND . . . . .	3 580	3 595	<sup>T</sup> 2 058	2 136
2071351	\$0.50 TO \$0.99 PER POUND . . . . .	46 436	25 525	22 534	12 390
2071371	LESS THAN \$0.50 PER POUND . . . . .	37 704	11 130	27 828	<sup>T</sup> 7 600
2070114	BAR GOODS . . . . .	76 556	46 781	51 216	29 875
2071201	5 CENT AND 10 CENT SPECIALTIES . . . . .	23 831	13 305	19 038	9 895
2070121	BULK GOODS, INCLUDING PENNY GOODS . . . . .	29 315	9 628	18 007	5 711

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Table 4.--EXPORTS OF CONFECTIONERY PRODUCTS  
(Thousands of pounds)

Country to which exported	August	July	8 months through August
Confectionery, except chewing gum, not containing cocoa			
TOTAL.....	1,149	916	7,903
Canada.....	286	168	1,825
Mexico.....	175	209	2,075
Panama.....	38	16	151
Bermuda.....	29	25	159
Bahamas.....	21	29	286
Jamaica.....	50	11	129
Netherlands Antilles.....	28	21	168
Sweden.....	1	25	77
West Germany.....	291	251	1,272
Greece.....	19	2	97
Hong Kong.....	23	11	93
Nansei Islands.....	19	-	153
Other.....	169	148	1,418
Confectionery containing cocoa or chocolate			
TOTAL.....	363	202	3,131
Canada.....	125	87	1,288
Mexico.....	11	11	131
Bahamas.....	3	6	114
Nansei Islands.....	-	-	521
Other.....	224	98	1,077

Note: Data in this table are taken from Foreign Trade publication FT 410, U.S. Exports. The Schedule B codes are: 0620115, confectionery not containing chocolate; 0730020, confectionery containing chocolate.

Table 5.--IMPORTS OF CONFECTIONERY PRODUCTS

(Thousands of pounds)

Country of Origin	August	July	8 months through August
Chocolate, sweetened, except bars and blocks of 10 pounds or more			
TOTAL.....	-	-	6,813
Canada.....	-	-	3,234
Dominican Republic.....	-	-	183
United Kingdom.....	-	-	431
Ireland.....	-	-	599
Netherlands.....	-	-	555
Belgium.....	-	-	744
West Germany.....	-	-	381
Switzerland.....	-	-	96
Italy.....	-	-	244
Israel.....	-	-	210
Other.....	-	-	136
Candy and other confectionery, n.e.s., not containing cocoa or chocolate			
TOTAL.....	7,122	6,193	51,685
Canada.....	844	722	3,692
Colombia.....	632	430	2,599
Sweden.....	460	423	4,449
Finland.....	125	277	1,613
Denmark.....	365	378	3,246
United Kingdom.....	2,507	2,144	20,279
Netherlands.....	321	458	4,011
Belgium.....	118	160	1,077
West Germany.....	5	56	460
Austria.....	168	80	1,178
Poland.....	198	150	1,041
Spain.....	481	95	674
Italy.....	325	360	2,213
Other.....	573	460	5,153
Candy and other confectionery, n.e.s., containing cocoa or chocolate			
TOTAL.....	2,530	1,012	17,120
Canada.....	504	167	4,738
United Kingdom.....	1,039	529	7,088
West Germany.....	1	13	672
Switzerland.....	448	72	701
Italy.....	40	31	389
Other.....	498	200	3,532

Note: Data in this table are reported under the following TSUSA codes: 1563000, Sweetened Chocolate (except 10 lb. blocks or more); 1571020, Candy n.e.s. (not containing chocolate); 1571040, candy n.e.s. (containing chocolate).

-Represents zero.

n.e.s. Not elsewhere specified.

## DESCRIPTION OF SURVEY

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The statistics presented in table 1 represent industry total sales figures which are based on the combined monthly sales totals reported by the 330 establishments in the reporting panel and which include estimates as described above.

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Manufacturer - wholesalers -- Confectionery manufacturing establishments which sell primarily to wholesalers or retailers. This category includes chocolate manufacturers.

Manufacturer-retailers -- Confectionery manufacturing establishments which sell primarily through their own retail outlets. Establishments which have only one retail outlet are not classified in manufacturing.

Sales--Manufacturer-wholesaler and chocolate-manufacturer sales represent f.o.b. plant value and exclude resales of goods purchased from other manufacturers or received from other plants of the reporting company.

Sales of manufacturer-retailers represent the value of goods transferred to retail outlets; they are approximately the commercial wholesale sales value and not the retail price to the consumer.

Products--In this survey, data are collected only for consumer type confectionery goods. Such data exclude cough drops, medicated candy, chewing gum, roasted peanuts, unsweetened popcorn, and fountain syrup.

Bar goods--Bar goods includes plain, coated and molded bars with or without nuts which are wrapped with not more than two pieces to the individual consumer-unit; the consumer-units are retailed separately or in economy packages.

Bulk goods--Bulk goods includes penny goods, hard candies, coated nuts, peanut brittle, unpackaged chocolates, etc., usually wholesaled in containers over 5 pounds and weighted out by the retailer to be sold by the pound or fraction thereof.

5-cent and 10-cent specialties--These are confectionery items of more than two pieces to the individual consumer-unit and novelty items, intended to retail at the above prices. Rolls or packets of mints, fruit drops, holiday novelties, candy toys and similar types of confections are included but cough drops and chewing gum are excluded.

Packaged goods--This includes assorted chocolate and other confections packaged in consumer-type boxes, bags, window-boxes, etc., designed to retail at \$1 or more, 50 cents to 99 cents, and less than 50 cents per pound. Miniature bars are included here as are packages of marshmallows, sugar coated popcorn, and similar packaged confections.

# CURRENT POPULATION REPORTS

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## CURRENT INDUSTRIAL REPORTS

3.1581

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Confectionery, Including  
Chocolate Products

September 1971



U.S. DEPARTMENT OF COMMERCE / Bureau of the Census

November 1971

SERIES: M20C(71)-9

The statistics in this publication are based on a survey of manufacturers and represent the entire U.S. sales of confectionery by manufacturing establishments except in table 3. Estimates are included for establishments whose reports were not received in time for tabulation. A more complete description of the survey appears on pages 5 and 6.

Table 1. Summary of Manufacturers' Sales of  
Confectionery, 1969 to 1971

Millions of dollars

Month and year	Total <sup>2 4</sup> seasonally adjusted	Total <sup>3</sup> unadjusted
1971 <sup>1 4</sup>		
September.....	178	244
August.....	195	175
July.....	168	115
June.....	173	139
May.....	176	135
April.....	170	157
March.....	166	176
February.....	167	178
January.....	166	171
1970 <sup>1</sup>		
December.....	163	163
November.....	153	180
October.....	161	199
September.....	162	222
August.....	161	143
July.....	159	112
June.....	163	129
May.....	156	122
April.....	139	128
March.....	160	166
February.....	168	178
January.....	156	164
1969 <sup>1</sup>		
December.....	161	158
November.....	160	185
October.....	156	199
September.....	154	207

<sup>1</sup>Data (unadjusted) shown in table 1 are rebenchmarked to the 1967 Census of Manufactures. Detailed statistics are shown in the M20C summary for 1970 issued on August 6, 1971.

<sup>2</sup>Data are seasonally adjusted by the factors shown in the M20C Seasonal Adjustment Supplement published November 1971. The revised factors are based on data rebenchmarked to the 1967 Census of Manufactures.

<sup>3</sup>Beginning with January 1971, the data are adjusted for number of working days in the reporting period. Although comparable monthly data for prior years are not available, the effect of this adjustment is considered to be negligible at the U.S. total level (see Reporting Period Adjustment).

<sup>4</sup>Includes manufacturer-retailers which are defined as confectionery manufacturers having two or more retail outlets (see Explanation of Terms).

TABLE 2.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS,  
BY KIND OF BUSINESS AND GEOGRAPHIC AREA

ITEM	SEPTEMBER 1971	AUGUST 1971
	SALES	SALES
	(\$1,000)	(\$1,000)
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA: UNITED STATES TOTAL . . . . .	236 253	168 622
NEW ENGLAND . . . . .	13 992	10 341
MIDDLE ATLANTIC . . . . .	87 536	65 533
NEW YORK AND NEW JERSEY . . . . .	38 756	29 347
PENNSYLVANIA . . . . .	48 780	36 186
EAST NORTH CENTRAL . . . . .	90 782	61 847
ILLINOIS . . . . .	80 274	54 821
OHIO AND INDIANA . . . . .	7 833	5 116
MICHIGAN AND WISCONSIN . . . . .	2 675	1 910
WEST NORTH CENTRAL . . . . .	7 016	5 311
MINNESOTA, KANSAS, S. DAKOTA & NEBRASKA . . . . .	4 043	2 832
IOWA AND MISSOURI . . . . .	2 973	2 479
SOUTH ATLANTIC . . . . .	10 432	8 050
MARYLAND, DISTRICT OF COLUMBIA, VIRGINIA, WEST VIRGINIA, NORTH CAROLINA, AND SOUTH CAROLINA . . . . .	4 926	3 394
GEORGIA AND FLORIDA . . . . .	5 506	4 656
EAST SOUTH CENTRAL (KENTUCKY, TENNESSEE, ALABAMA, AND MISSISSIPPI) . . . . .	2 240	1 272
WEST SOUTH CENTRAL (ARKANSAS, LOUISIANA, OKLAHOMA, AND TEXAS) . . . . .	7 349	3 731
MOUNTAIN (ARIZONA, COLORADO, IDAHO, NEW MEXICO, AND UTAH) . . . . .	1 530	1 037
PACIFIC . . . . .	15 377	11 500
CALIFORNIA . . . . .	14 616	10 962
WASHINGTON AND OREGON . . . . .	761	538

<sup>r</sup> REVISED BY 5 PERCENT OR MORE FROM PREVIOUSLY PUBLISHED FIGURES.

TABLE 3.--POUNDAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS,  
BY TYPE OF CONFECTIONERY

SIC CODE	TYPE OF PRODUCT	SEPTEMBER 1971		AUGUST 1971	
		QUANTITY	VALUE	QUANTITY	VALUE
		THOUSAND POUNDS	THOUSAND DOLLARS	THOUSAND POUNDS	THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS . . . . .	310 785	161 844	218 321	111 513
	PACKAGE GOODS MADE TO RETAIL AT:				
2071324	\$1.00 OR MORE PER POUND . . . . .	9 591	11 130	3 578	<sup>r</sup> 3 595
2071351	\$0.50 TO \$0.99 PER POUND . . . . .	78 680	43 434	46 360	25 490
2071371	LESS THAN \$0.50 PER POUND . . . . .	58 713	17 805	37 706	11 153
2070114	BAR GOODS . . . . .	97 765	60 192	78 084	48 310
2071201	5 CENT AND 10 CENT SPECIALTIES . . . . .	27 873	16 656	23 177	13 305
2070121	BULK GOODS, INCLUDING PENNY GOODS . . . . .	38 163	12 627	29 416	9 660

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Table 4.--EXPORTS OF CONFECTIONERY PRODUCTS  
(Thousands of pounds)

Country to which exported	September	August	9 months through September
Confectionery, except chewing gum, not containing cocoa			
TOTAL.....	1,430	1,149	9,333
Canada.....	251	286	2,076
Mexico.....	209	175	2,234
Panama.....	15	38	166
Bermuda.....	24	29	133
Bahamas.....	44	21	330
Jamaica.....	20	50	149
Netherlands Antilles.....	44	28	212
Sweden.....	52	1	129
West Germany.....	411	291	1,633
Greece.....	19	19	116
Hong Kong.....	53	23	146
Nansei Islands.....	20	19	173
Other.....	268	169	1,686
Confectionery containing cocoa or chocolate			
TOTAL.....	965	363	4,096
Canada.....	730	125	2,018
Mexico.....	29	11	160
Bahamas.....	17	3	131
Nansei Islands.....	14	-	535
Other.....	175	224	1,252

Note: Data in this table are taken from Foreign Trade publication FT 410, U.S. Exports. The Schedule B codes are: 0620115, confectionery not containing chocolate; 0730020, confectionery containing chocolate.

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Country of Origin	September	August	9 months through September
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Dominican Republic.....	-	-	183
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Other.....	-	-	136
Candy and other confectionery, n.e.s., not containing cocoa or chocolate			
TOTAL.....	9,097	7,122	60,782
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Sweden.....	637	460	5,036
Finland.....	186	125	1,799
Denmark.....	67	365	3,313
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Netherlands.....	513	321	4,524
Belgium.....	145	118	1,222
West Germany.....	626	5	1,086
Austria.....	102	168	1,280
Poland.....	119	198	1,160
Spain.....	765	481	1,439
Italy.....	469	325	2,682
Other.....	747	573	5,900
Candy and other confectionery, n.e.s., containing cocoa or chocolate			
TOTAL.....	4,870	2,530	21,990
Canada.....	1,203	504	5,941
United Kingdom.....	1,299	1,039	8,387
West Germany.....	711	1	1,383
Switzerland.....	689	448	1,390
Italy.....	119	40	508
Other.....	849	498	4,381

Note: Data in this table are reported under the following TSUSA codes: 1563000, Sweetened Chocolate (except 10 lb. blocks or more); 1571020, Candy n.e.s. (not containing chocolate); 1571040, candy n.e.s. (containing chocolate).

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1130C(71)-10  
and 11.CURRENT INDUSTRIAL REPORTS  
**Confectionery, Including  
Chocolate Products**

October and November 1971



U.S. DEPARTMENT OF COMMERCE / Bureau of the Census

January 1972

SERIES: M20C(71)-10 and 11

The statistics in this publication are based on a survey of manufacturers and represent the entire U.S. sales of confectionery by manufacturing establishments except in table 3. Estimates are included for establishments whose reports were not received in time for tabulation. A more complete description of the survey appears on pages 5 and 6.

Table 1. **Summary of Manufacturers' Sales of  
Confectionery, 1969 to 1971**

Millions of dollars

Month and year	Total <sup>2 4</sup> (seasonally adjusted)	Total <sup>4</sup> (unadjusted)
1971 <sup>1 3</sup>		
November.....	195	232
October.....	188	228
September.....	178	244
August.....	195	175
July.....	168	115
June.....	173	139
May.....	176	135
April.....	170	157
March.....	166	176
February.....	167	178
January.....	166	171
1970 <sup>1</sup>		
December.....	163	163
November.....	153	180
October.....	161	199
September.....	162	222
August.....	164	143
July.....	159	112
June.....	163	129
May.....	156	122
April.....	139	128
March.....	160	166
February.....	168	178
January.....	156	164
1969 <sup>1</sup>		
December.....	161	158
November.....	160	185
October.....	156	199

<sup>1</sup>Data (unadjusted) shown in table 1 are rebenchmarked to the 1967 Census of Manufactures. Detailed statistics are shown in the M20C summary for 1970 issued on August 6, 1971.

<sup>2</sup>Data are seasonally adjusted by the factors shown in the M20C Seasonal Adjustment Supplement published November 1971. The revised factors are based on data rebenchmarked to the 1967 Census of Manufactures.

<sup>3</sup>Beginning with January 1971, the data are adjusted for number of working days in the reporting period. Although comparable monthly data for prior years are not available, the effect of this adjustment is considered to be negligible at the U.S. total level (see Reporting Period Adjustment).

<sup>4</sup>Includes manufacturer-retailers which are defined as confectionery manufacturers having two or more retail outlets (see Explanation of Terms).

TABLE 2.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS,  
BY KIND OF BUSINESS AND GEOGRAPHIC AREA

ITEM	NOVEMBER 1971	OCTOBER 1971	SEPTEMBER 1971
	SALES	SALES	SALES
	(\$1,000)	(\$1,000)	(\$1,000)
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA:			
UNITED STATES TOTAL . . . . .	217 703	218 853	236 060
NEW ENGLAND . . . . .	16 234	15 507	13 992
MIDDLE ATLANTIC . . . . .	78 050	79 176	88 620
NEW YORK AND NEW JERSEY . . . . .	34 353	35 803	39 821
PENNSYLVANIA . . . . .	43 697	43 373	48 799
EAST NORTH CENTRAL . . . . .	65 962	75 920	91 445
ILLINOIS . . . . .	56 448	65 063	80 614
OHIO AND INDIANA . . . . .	7 533	8 830	7 993
MICHIGAN AND WISCONSIN . . . . .	1 981	2 027	2 838
WEST NORTH CENTRAL . . . . .	10 855	7 286	5 722
MINNESOTA, KANSAS, S. DAKOTA & NEBRASKA . . . . .	7 654	3 827	2 749
IOWA AND MISSOURI . . . . .	3 201	3 459	2 973
SOUTH ATLANTIC . . . . .	15 043	11 268	10 418
MARYLAND, DISTRICT OF COLUMBIA, VIRGINIA, WEST VIRGINIA, NORTH CAROLINA, AND SOUTH CAROLINA . . . . .	8 573	4 274	4 922
GEORGIA AND FLORIDA . . . . .	6 470	6 994	5 496
EAST SOUTH CENTRAL (KENTUCKY, TENNESSEE, ALABAMA, AND MISSISSIPPI) . . . . .	3 785	4 878	2 218
WEST SOUTH CENTRAL (ARKANSAS, LOUISIANA, OKLAHOMA, AND TEXAS) . . . . .	9 363	7 325	7 349
MOUNTAIN (ARIZONA, COLORADO, IDAHO, NEW MEXICO, AND UTAH) . . . . .	4 008	2 069	1 496
PACIFIC . . . . .	14 403	15 424	14 800
CALIFORNIA . . . . .	12 713	14 042	14 039
WASHINGTON AND OREGON . . . . .	1 690	1 382	761

REVISED BY 5 PERCENT OR MORE FROM PREVIOUSLY PUBLISHED FIGURES.

TABLE 3.--POUNDAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS,  
BY TYPE OF CONFECTIONERY

SIC CODE	TYPE OF PRODUCT	NOVEMBER 1971		OCTOBER 1971		SEPTEMBER 1971	
		QUANTITY	VALUE	QUANTITY	VALUE	QUANTITY	VALUE
		- THOUSAND POUNDS	- THOUSAND DOLLARS	- THOUSAND POUNDS	- THOUSAND DOLLARS	- THOUSAND POUNDS	- THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS . . . . .	220 573	124 382	235 785	125 498	210 713	162 784
	PACKAGE GOODS MADE TO RETAIL AT:						
2071324	\$1.00 OR MORE PER POUND . . . . .	23 823	28 104	13 814	14 303	9 597	11 137
2071351	\$0.50 TO \$0.99 PER POUND . . . . .	43 604	23 519	56 611	31 340	78 475	43 338
2071371	LESS THAN \$0.50 PER POUND . . . . .	42 466	12 053	45 410	14 321	58 144	17 618
2070114	BAR GOODS . . . . .	66 634	39 671	70 190	42 428	98 575	61 226
2071201	5 CENT AND 10 CENT SPECIALTIES . . . . .	20 358	13 101	21 523	13 376	27 860	16 651
2070121	BULK GOODS, INCLUDING PENNY GOODS . . . . .	23 688	7 934	28 237	9 717	38 062	12 614

Table 4.--EXPORTS OF CONFECTIONERY PRODUCTS

(Thousands of pounds)

Country to which exported	November	October	11 months through November
Confectionery, except chewing gum, not containing cocoa (0620115)			
TOTAL.....	1,061	921	11,315
Canada.....	249	251	2,576
Mexico.....	395	317	2,996
Panama.....	18	14	198
Bermuda.....	9	19	211
Bahamas.....	16	40	386
Jamaica.....	10	26	185
Netherlands Antilles.....	3	36	251
Sweden.....	-	5	134
West Germany.....	-	-	1,683
Greece.....	-	-	116
Hong Kong.....	13	27	186
Nansei Islands.....	120	7	300
Other.....	228	179	2,093
Confectionery containing cocoa or chocolate (0730020)			
TOTAL.....	985	979	6,060
Canada.....	225	437	2,680
Mexico.....	22	9	191
Bahamas.....	39	2	172
Nansei Islands.....	174	87	796
Other.....	525	444	2,221

Note: Data in this table are taken from Foreign Trade publication FT 410, U.S. Exports. The Schedule B codes are: 0620115, confectionery not containing chocolate; 0730020, confectionery containing chocolate.

Table 5.--IMPORTS OF CONFECTIONERY PRODUCTS

Thousands of pounds)

Country of Origin	October	September	10 months through October
<sup>1</sup> Chocolate, sweetened, except bars and blocks of 10 pounds or more TSUSA codes 1563020 and 1563040			
TOTAL.....	2,858	3,277	28,472
Canada.....	802	272	5,852
Dominican Republic.....	226	19	1,066
United Kingdom.....	44	774	5,452
Ireland.....	841	1,283	7,635
Netherlands.....	62	151	1,870
Belgium.....	373	162	2,738
West Germany.....	112	218	1,272
Switzerland.....	4	265	617
Italy.....	114	35	996
Israel.....	30	-	347
Other.....	50	98	627
Candy and other confectionery, n.e.c., not containing cocoa or chocolate TSUSA code 1571020			
TOTAL.....	5,119	9,097	65,901
Canada.....	252	799	4,743
Colombia.....	209	718	3,526
Sweden.....	355	637	5,441
Finland.....	165	186	1,964
Denmark.....	235	67	3,548
United Kingdom.....	1,846	3,204	25,328
Netherlands.....	444	513	4,969
Belgium.....	66	145	1,289
West Germany.....	64	626	1,149
Austria.....	57	102	1,337
Poland.....	30	119	1,190
Spain.....	727	765	2,166
Italy.....	246	469	2,928
Other.....	423	747	6,323
Candy and other confectionery, n.e.s., containing cocoa or chocolate TSUSA code 1571040			
TOTAL.....	3,091	4,870	25,081
Canada.....	1,220	1,203	7,161
United Kingdom.....	532	1,299	8,919
West Germany.....	525	711	1,907
Switzerland.....	14	689	1,404
Italy.....	119	119	627
Other.....	681	849	5,062

n.e.s. Not elsewhere specified. - Represents zero.

<sup>1</sup>Data in this import classification are incorrect as published prior to this publication. Please note the change in the TSUSA coding for this import commodity. Import data collected under 1563000 chocolate, sweetened, except bars and blocks of 10 pounds or more is now collected under 1563020 chocolate, sweetened, n.e.s. and edible as candy or confection and 1563040 chocolate, sweetened, in any other form. The description for the combined data reported under these two codes remains unchanged.

## DESCRIPTION OF SURVEY

The statistics in this publication were collected on census Form M20C.1, "Monthly Confectionery Survey by Type of Confectionery Survey" from a sample of approximately 330 confectionery manufacturing establishments which account for approximately 90 percent of the total U.S. manufacturers' sales of confectionery products. The proportion estimated for the establishments which are not on the reporting panel varies by State and is based on their sales as reported in the Census of Manufactures.

The statistics presented in table 1 represent industry total sales figures which are based on the combined monthly sales totals reported by the 330 establishments in the reporting panel and which include estimates as described above.

Approximately 250 of the respondents are mailed Form M20C.2 on which the total monthly sales figures is the only item reported. The remaining establishments on the panel, which form a group of about 80 of the large manufacturer-wholesaler and chocolate-manufacturing concerns, report on Form M20C.1 on which detail by type of confectionery is requested in addition to the total sales figure. Aggregate figures for this group are presented in table 3. Comparison of table with the second column of table 1 shows that the respondents of Form M20C.1 account for about 65 percent of the total estimated sales of manufacturer-wholesalers and chocolate-manufacturers.

The current month's figures include estimates for respondents in the reporting panel whose reports were not received in time for tabulation as well as for small respondents excluded from the panel. Missing figures for companies in the reporting panel are imputed from the month-to-month movements shown by reporting firms. The overall imputation rate is generally limited to 25 percent, including about 10 percent for small respondents excluded from the monthly panel. Individual items with higher imputation rates are footnoted.

The imputation rate is not an explicit indicator of the potential error in published figures due to nonresponse, both because the actual monthly movements for nonrespondents may or may not closely agree with the imputed movements, and because the estimates for nonpanel cases may not reflect their current activity. The probable range of difference between the actual and imputed figures is unknown. The degree of uncertainty regarding the accuracy of the data, however, increases as the percentage of imputation increases. Figures with imputation rates above

25 percent, particularly, should be used with caution.

Statistics for previous months may be revised, due to receipt of corrected data from respondents, including late reports for which estimates were made, and other corrections. Figures which were revised significantly are indicated by footnotes.

## REPORTING PERIOD ADJUSTMENT

Beginning January 1971 the data were adjusted for number of working days in the reporting period to compensate for differences in individual company reporting patterns (i.e. calendar month, 4-week, 5-week periods). Based on a study of large confectionery manufacturers, it has been determined that the calendar month accounting system prevails in the industry. Hence, adjustments have been made to those reporting on other than a calendar month basis.

## SEASONAL ADJUSTMENT

This report presents seasonally adjusted data in table 1. The seasonal adjustment program largely eliminates the effect normal seasonal variations (including variations due to vacations, weather, etc.) and measured over the time period for which the data were used. The resulting information thus provides a better measure than the original data of the month-to-month variations which are due to factors that are not associated with a repetitive seasonal pattern. This program is amply described in the literature on this method.

## RELATED REPORTS

An annual Current Industrial Report which includes only summary data is published in this series. This report consists partly of totals from the monthly reports and partly of data obtained as the result of a joint survey by the Bureau of the Census and Bureau of Domestic Commerce. In this joint undertaking, various statistics on confectionery are collected on census form MA-20D. The results of the survey are published in detail in a report entitled, "Confectionery Manufacturers, Sales and Distribution" published by the Bureau of Domestic Commerce.

## EXPLANATION OF TERMS

Manufacturer - wholesalers -- Confectionery manufacturing establishments which sell primarily to wholesalers or retailers. This category includes chocolate manufacturers.

Manufacturer-retailers -- Confectionery manufacturing establishments which sell primarily through their own retail outlets. Establishments which have only one retail outlet are not classified in manufacturing.

Sales--Manufacturer-wholesaler and chocolate-manufacturer sales represent f.o.b. plant value and exclude resales of goods purchased from other manufacturers or received from other plants of the reporting company.

Sales of manufacturer-retailers represent the value of goods transferred to retail outlets; they are approximately the commercial wholesale sales value and not the retail price to the consumer.

Products--In this survey, data are collected only for consumer type confectionery goods. Such data exclude cough drops, medicated candy, chewing gum, roasted peanuts, unsweetened popcorn, and fountain syrup.

Bar goods--Bar goods includes plain, coated and molded bars with or without nuts which are wrapped with not more than two pieces to the individual consumer-unit; the consumer-units are retailed separately or in economy packages.

Bulk goods--Bulk goods includes penny goods, hard candies, coated nuts, peanut brittle, unpackaged chocolates, etc., usually wholesaled in containers over 5 pounds and weighted out by the retailer to be sold by the pound or fraction thereof.

5-cent and 10-cent specialties--These are confectionery items of more than two pieces to the individual consumer-unit and novelty items, intended to retail at the above prices. Rolls or packets of mints, fruit drops, holiday novelties, candy toys and similar types of confections are included but cough drops and chewing gum are excluded.

Packaged goods--This includes assorted chocolate and other confections packaged in consumer-type boxes, bags, window-boxes, etc., designed to retail at \$1 or more, 50 cents to 99 cents, and less than 50 cents per pound. Miniature bars are included here as are packages of marshmallows, sugar coated popcorn, and similar packaged confections.



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## CURRENT INDUSTRIAL REPORTS

Confectionery, Including  
Chocolate Products

December 1971



U.S. DEPARTMENT OF COMMERCE / Bureau of the Census

February 1972

SERIES: M20C(71)-12

The statistics in this publication are based on a survey of manufacturers and represent the entire U.S. sales of confectionery by manufacturing establishments except in table 3. Estimates are included for establishments whose reports were not received in time for tabulation. A more complete description of the survey appears on pages 5 and 6.

Table 1. Summary of Manufacturers' Sales of  
Confectionery, 1969 to 1971

(Millions of dollars)

Month and year	Total <sup>2 4</sup> (seasonally adjusted)	Total <sup>4</sup> (unadjusted)
1971 <sup>1 3</sup>		
December.....	182	182
November.....	198	235
October.....	188	228
September.....	178	244
August.....	195	175
July.....	168	115
June.....	173	139
May.....	176	135
April.....	170	157
March.....	166	176
February.....	167	178
January.....	166	171
1970 <sup>1</sup>		
December.....	163	163
November.....	153	180
October.....	161	199
September.....	162	222
August.....	164	143
July.....	159	112
June.....	163	129
May.....	156	122
April.....	139	128
March.....	160	166
February.....	168	178
January.....	156	164
1969 <sup>1</sup>		
December.....	161	158

<sup>1</sup>Data (unadjusted) shown in table 1 are rebenchmarked to the 1967 Census of Manufactures. Detailed statistics are shown in the M20C summary for 1970 issued on August 6, 1971.

<sup>2</sup>Data are seasonally adjusted by the factors shown in the M20C Seasonal Adjustment Supplement published November 1971. The revised factors are based on data rebenchmarked to the 1967 Census of Manufactures.

<sup>3</sup>Beginning with January 1971, the data are adjusted for number of working days in the reporting period. Although comparable monthly data for prior years are not available, the effect of this adjustment is considered to be negligible at the U.S. total level (see Reporting Period Adjustment).

<sup>4</sup>Includes manufacturer-retailers which are defined as confectionery manufacturers having two or more retail outlets (see Explanation of Terms).

TABLE 2.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS,  
BY KIND OF BUSINESS AND GEOGRAPHIC AREA

ITEM	DECEMBER 1971	NOVEMBER 1971
	SALES	SALES
	(\$1,000)	(\$1,000)
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA, UNITED STATES TOTAL . . . . .	166 764	220 806
NEW ENGLAND . . . . .	12 661	16 405
MIDDLE ATLANTIC . . . . .	60 325	80 475
NEW YORK AND NEW JERSEY . . . . .	26 614	35 353
PENNSYLVANIA . . . . .	33 711	45 122
EAST NORTH CENTRAL . . . . .	52 354	65 663
ILLINOIS . . . . .	44 098	55 667
OHIO AND INDIANA . . . . .	6 360	18 015
MICHIGAN AND WISCONSIN . . . . .	1 887	1 981
WEST NORTH CENTRAL . . . . .	7 099	10 878
MINNESOTA, KANSAS, S. DAKOTA & NEBRASKA . . . . .	5 928	7 654
IOWA AND MISSOURI . . . . .	2 071	3 224
SOUTH ATLANTIC . . . . .	10 840	15 043
MARYLAND, DISTRICT OF COLUMBIA, VIRGINIA, WEST VIRGINIA, NORTH CAROLINA, AND SOUTH CAROLINA . . . . .	6 245	8 573
GEORGIA AND FLORIDA . . . . .	4 595	6 470
EAST SOUTH CENTRAL (KENTUCKY, TENNESSEE, ALABAMA, AND MISSISSIPPI) . . . . .	1 822	3 785
WEST SOUTH CENTRAL (ARKANSAS, LOUISIANA, OKLAHOMA, AND TEXAS) . . . . .	5 514	9 363
MOUNTAIN (ARIZONA, COLORADO, IDAHO, NEW MEXICO, AND UTAH) . . . . .	3 248	4 008
PACIFIC . . . . .	12 001	15 186
CALIFORNIA . . . . .	11 027	13 496
WASHINGTON AND OREGON . . . . .	974	1 690

TABLE 3.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS,  
BY TYPE OF CONFECTIONERY

SIC CODE	TYPE OF PRODUCT	DECEMBER 1971		NOVEMBER 1971	
		QUANTITY	VALUE	QUANTITY	VALUE
		THOUSAND POUNDS	THOUSAND DOLLARS	THOUSAND POUNDS	THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS . . . . .	177 865	96 840	220 500	125 341
	PACKAGE GOODS MADE TO RETAIL AT:				
2071324	\$1.00 OR MORE PER POUND . . . . .	17 207	18 856	23 701	28 003
2071351	\$0.50 TO \$0.99 PER POUND . . . . .	25 105	13 670	45 436	24 346
2071371	LESS THAN \$0.50 PER POUND . . . . .	35 258	9 544	42 470	12 295
2070114	BAR GOODS . . . . .	63 253	37 009	65 777	39 766
2071201	5 CENT AND 10 CENT SPECIALTIES . . . . .	17 441	10 304	20 464	13 212
2070121	BULK GOODS, INCLUDING PENNY GOODS . . . . .	19 601	6 557	22 782	7 719

Table 4.--EXPORTS OF CONFECTIONERY PRODUCTS

(Thousands of pounds)

Country to which exported	December	November	October	12 months through December
Confectionery, except chewing gum, not containing cocoa (0620115)				
TOTAL.....	917	1,061	921	12,232
Canada.....	116	249	251	2,692
Mexico.....	334	395	317	3,330
Panama.....	22	18	14	220
Bermuda.....	19	9	19	230
Bahamas.....	39	16	40	425
Jamaica.....	17	10	26	202
Netherlands Antilles.....	38	3	36	289
Sweden.....	-	-	5	134
West Germany.....	-	-	-	1,683
Greece.....	28	-	-	144
Hong Kong.....	42	13	27	228
Nansei Islands.....	24	120	7	324
Other.....	238	228	179	2,331
Confectionery containing cocoa or chocolate (0730020)				
TOTAL.....	609	985	979	6,669
Canada.....	155	225	437	2,835
Mexico.....	20	22	9	211
Bahamas.....	10	39	2	182
Nansei Islands.....	173	174	87	969
Other.....	251	525	444	2,472

Note: Data in this table are taken from Foreign Trade publication FT 410, U.S. Exports. The Schedule B codes are: 0620115, confectionery not containing chocolate; 0730020, confectionery containing chocolate.

Table 5.--IMPORTS OF CONFECTIONERY PRODUCTS

(Thousands of pounds)

Country of Origin	December	November	October	12 months through November
<sup>1</sup> Chocolate, sweetened, except bars and blocks of 10 pounds or more TSUSA codes 1563020 and 1563040				
TOTAL.....	5,162	4,013	2,658	30,834
Canada.....	426	1,167	802	4,211
Dominican Republic.....	27	90	226	1,000
United Kingdom.....	1,811	40	44	6,872
Ireland.....	1,677	1,848	841	10,561
Netherlands.....	152	69	62	1,536
Belgium.....	292	345	373	2,631
West Germany.....	665	334	112	1,889
Switzerland.....	2	16	4	539
Italy.....	46	40	114	837
Israel.....	38	42	30	113
Other.....	26	22	50	645
Candy and other confectionery, n.e.c., not containing cocoa or chocolate TSUSA code 1571020				
TOTAL.....	4,684	2,345	5,119	72,931
Canada.....	99	206	252	5,048
Colombia.....	341	192	209	4,059
Sweden.....	389	103	355	5,933
Finland.....	139	47	165	2,150
Denmark.....	205	36	235	3,789
United Kingdom.....	1,801	1,073	1,846	28,203
Netherlands.....	481	64	444	5,513
Belgium.....	161	53	66	1,502
West Germany.....	42	18	64	1,210
Austria.....	111	-	57	1,448
Poland.....	74	51	30	1,315
Spain.....	64	79	727	2,309
Italy.....	398	81	246	3,408
Other.....	379	342	423	7,044
Candy and other confectionery, n.e.s., containing cocoa or chocolate TSUSA code 1571040				
TOTAL.....	2,063	1,970	3,091	29,114
Canada.....	564	1,296	1,220	9,021
United Kingdom.....	368	383	532	9,670
West Germany.....	701	33	525	2,641
Switzerland.....	17	32	14	1,454
Italy.....	43	28	119	698
Other.....	370	198	681	5,630

n.e.s. Not elsewhere specified. - Represents zero.

<sup>1</sup>Data in this import classification are incorrect as published prior to this publication. Please note the change in the TSUSA coding for this import commodity. Import data collected under 1563000 chocolate, sweetened, except bars and blocks of 10 pounds or more is now collected under 1563020 chocolate, sweetened, n.e.s. and edible as candy or confection and 1563040 chocolate, sweetened in any other form<sup>1</sup>. The description for the combined data reported under these two codes remains unchanged.

## DESCRIPTION OF SURVEY

The statistics in this publication were collected on census Form M20C.1, "Monthly Confectionery Survey by Type of Confectionery Survey" from a sample of approximately 330 confectionery manufacturing establishments which account for approximately 90 percent of the total U.S. manufacturers' sales of confectionery products. The proportion estimated for the establishments which are not on the reporting panel varies by State and is based on their sales as reported in the Census of Manufactures.

The statistics presented in table 1 represent industry total sales figures which are based on the combined monthly sales totals reported by the 330 establishments in the reporting panel and which include estimates as described above.

Approximately 250 of the respondents are mailed Form M20C.2 on which the total monthly sales figures is the only item reported. The remaining establishments on the panel, which form a group of about 80 of the large manufacturer-wholesaler and chocolate-manufacturing concerns, report on Form M20C.1 on which detail by type of confectionery is requested in addition to the total sales figure. Aggregate figures for this group are presented in table 3. Comparison of table with the second column of table 1 shows that the respondents of Form M20C.1 account for about 65 percent of the total estimated sales of manufacturer-wholesalers and chocolate-manufacturers.

The current month's figures include estimates for respondents in the reporting panel whose reports were not received in time for tabulation as well as for small respondents excluded from the panel. Missing figures for companies in the reporting panel are imputed from the month-to-month movements shown by reporting firms. The overall imputation rate is generally limited to 25 percent, including about 10 percent for small respondents excluded from the monthly panel. Individual items with higher imputation rates are footnoted.

The imputation rate is not an explicit indicator of the potential error in published figures due to nonresponse, both because the actual monthly movements for nonrespondents may or may not closely agree with the imputed movements, and because the estimates for nonpanel cases may not reflect their current activity. The probable range of difference between the actual and imputed figures is unknown. The degree of uncertainty regarding the accuracy of the data, however, increases as the percentage of imputation increases. Figures with imputation rates above

25 percent, particularly, should be used with caution.

Statistics for previous months may be revised, due to receipt of corrected data from respondents, including late reports for which estimates were made, and other corrections. Figures which were revised significantly are indicated by footnotes.

## REPORTING PERIOD ADJUSTMENT

Beginning January 1971 the data were adjusted for number of working days in the reporting period to compensate for differences in individual company reporting patterns (i.e. calendar month, 4-week, 5-week periods). Based on a study of large confectionery manufacturers, it has been determined that the calendar month accounting system prevails in the industry. Hence, adjustments have been made to those reporting on other than a calendar month basis.

## SEASONAL ADJUSTMENT

This report presents seasonally adjusted data in table 1. The seasonal adjustment program largely eliminates the effect normal seasonal variations (including variations due to vacations, weather, etc.) and measured over the time period for which the data were used. The resulting information thus provides a better measure than the original data of the month-to-month variations which are due to factors that are not associated with a repetitive seasonal pattern. This program is amply described in the literature on this method.

## RELATED REPORTS

An annual Current Industrial Report which includes only summary data is published in this series. This report consists partly of totals from the monthly reports and partly of data obtained as the result of a joint survey by the Bureau of the Census and Bureau of Domestic Commerce. In this joint undertaking, various statistics on confectionery are collected on census form MA-20D. The results of the survey are published in detail in a report entitled, "Confectionery Manufacturers, Sales and Distribution" published by the Bureau of Domestic Commerce.

## EXPLANATION OF TERMS

Manufacturer - wholesalers -- Confectionery manufacturing establishments which sell primarily to wholesalers or retailers. This category includes chocolate manufacturers.

Manufacturer-retailers -- Confectionery manufacturing establishments which sell primarily through their own retail outlets. Establishments which have only one retail outlet are not classified in manufacturing.

Sales--Manufacturer-wholesaler and chocolate-manufacturer sales represent f.o.b. plant value and exclude resales of goods purchased from other manufacturers or received from other plants of the reporting company.

Sales of manufacturer-retailers represent the value of goods transferred to retail outlets; they are approximately the commercial wholesale sales value and not the retail price to the consumer.

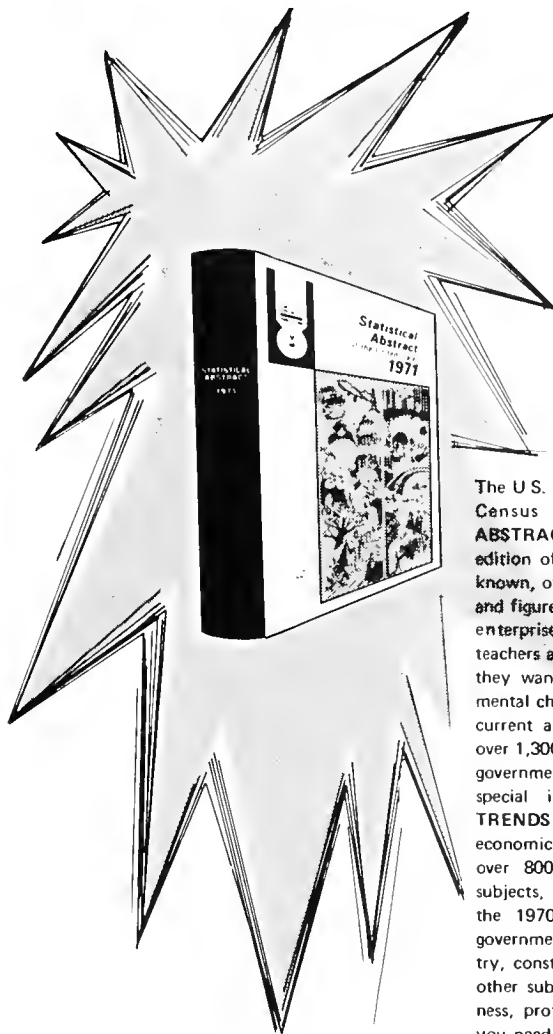
Products--In this survey, data are collected only for consumer type confectionery goods. Such data exclude cough drops, medicated candy, chewing gum, roasted peanuts, unsweetened popcorn, and fountain syrup.

Bar goods--Bar goods includes plain, coated and molded bars with or without nuts which are wrapped with not more than two pieces to the individual consumer-unit; the consumer-units are retailed separately or in economy packages.

Bulk goods--Bulk goods includes penny goods, hard candies, coated nuts, peanut brittle, unpackaged chocolates, etc., usually wholesaled in containers over 5 pounds and weighted out by the retailer to be sold by the pound or fraction thereof.

5-cent and 10-cent specialties--These are confectionery items of more than two pieces to the individual consumer-unit and novelty items, intended to retail at the above prices. Rolls or packets of mints, fruit drops, holiday novelties, candy toys and similar types of confections are included but cough drops and chewing gum are excluded.

Packaged goods--This includes assorted chocolate and other confections packaged in consumer-type boxes, bags, window-boxes, etc., designed to retail at \$1 or more, 50 cents to 99 cents, and less than 50 cents per pound. Miniature bars are included here as are packages of marshmallows, sugar coated popcorn, and similar packaged confections.



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**Confectionery, Including  
Chocolate Products****Summary for 1971**

U. S. DEPARTMENT OF COMMERCE • Social and Economic Statistics Administration • BUREAU OF THE CENSUS

June 1972

SERIES: M20C(71)-13

**COVERAGE**--Statistics in this publication are estimated industry totals based on monthly reports on Census Forms M20C.1 and M20C.2 from approximately 330 manufacturers of confectionery and competitive chocolate products. The data from these respondents account for about 90 percent of the total U.S. manufacturers' sales of confectionery products. The proportion estimated for the establishments which are not on the reporting panel varies by State and is based on their sales as reported in the 1967 Census of Manufactures. In addition, detailed annual reports on sales by type of confectionery, ingredients used, and sales by class of customer were collected on an annual basis on Census Form MA-20D from a reporting panel of large establishments.

This report is the result of a joint effort by the Bureau of Domestic Commerce and the Bureau

of the Census and includes only summary data. More detailed statistics, based on the annual survey, appear in the report entitled "Confectionery Manufacturers' Sales and Distribution, 1971" published by the Bureau of Domestic Commerce.

**ACKNOWLEDGMENTS**--This report was prepared in the Industry Division under the direction of Robert J. Nealon, Chief, Foods, Textiles, and Apparel Branch. Kenneth I. Hansen, Chief, Foods, assisted by James L. Oliver, was directly responsible for the review of the data and preparation of the report. Elmer S. Biles, Acting Chief of the Division, and Louis J. Owen, Acting Assistant Chief of Commodity and Industry Programs, provided overall direction, and coordination to this project.

Table 1.--SUMMARY OF MANUFACTURERS' SALES OF CONFECTIONERY PRODUCTS,  
1961 TO 1971

(In millions)

Year	Pounds	Value	Year	Pounds	Value
1971.....	3,975	2,002	1966.....	3,668	1,544
1970.....	3,938	1,910	1965.....	3,474	1,429
1969.....	3,968	1,870	1964.....	3,403	1,395
			1963.....	3,269	1,319
1968.....	3,907	1,756	1962.....	3,121	1,251
1967.....	3,769	1,645	1961.....	3,112	1,233

Note: Includes all known producers of confectionery and competitive chocolate products, except retail confectioners with a single location.

Table 2.--VALUE OF MANUFACTURERS' SALES OF CONFECTIONERY PRODUCTS,  
BY MONTH, 1971 AND 1970

Millions of dollars

Month	1971		1970	
	Seasonally adjusted <sup>1</sup>	Unadjusted	Seasonally adjusted <sup>1</sup>	Unadjusted
TOTAL.....	X)	2,002	X)	1,910
January.....	167	171	158	164
February.....	167	178	168	178
March.....	166	176	159	167
April.....	170	157	139	129
May.....	174	135	155	122
June.....	171	139	161	129
July.....	169	115	160	112
August.....	176	160	163	143
September.....	160	215	164	222
October.....	167	204	160	200
November.....	163	195	153	181
December.....	159	157	164	163

(X) Not applicable.

<sup>1</sup>Data are seasonally adjusted by the factors shown in the M20C Seasonal Adjustment Supplement published June 1972.Table 3.--SALES BY MANUFACTURER-WHOLESALE, INCLUDING CHOCOLATE MANUFACTURERS, OF  
CONFECTIONERY AND COMPETITIVE PRODUCTS, BY TYPE OF PRODUCT, 1971 AND 1970

Type of product	1971			1970		
	Pounds (1,000)	Value (\$1,000)	Average Value	Pounds (1,000)	Value (\$1,000)	Average Value
TOTAL SALES.....	3,974,618	2,002,488	\$0.504	3,937,943	1,909,747	\$0.485
Package goods made to retail at--						
\$1.00 or more per pound.....	200,034	239,516	1.197	187,844	228,337	1.216
\$0.50 to \$0.99 per pound.....	569,542	314,005	0.551	526,637	283,288	0.538
Less than \$0.50 per pound.....	649,677	200,959	0.309	712,219	212,991	0.299
Bar goods.....	1,040,787	603,850	0.580	997,008	556,576	0.558
Bulk goods <sup>1</sup> .....	588,179	218,235	0.371	597,762	213,074	0.356
5 cent and 10 cent specialties.....	496,232	237,330	0.478	430,194	210,344	0.489
Candy and other confectionery products, n.s.k.....	430,167	188,593	0.438	486,279	205,137	0.422

<sup>1</sup>Includes penny goods. n.s.k.--Not specified by kind.

Table 4.--MANUFACTURERS' SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS, BY  
KIND OF BUSINESS AND AREA OF PLANT LOCATION, 1971 AND 1970

Item	1971		1970	
	Pounds (1,000)	Value <sup>1</sup> (\$1,000)	Pounds (1,000)	Value (\$1,000)
UNITED STATES, TOTAL.....	3,974,618	2,002,488	3,937,943	1,909,747
By kind of business:				
Manufacturer-retailers.....	95,041	116,397	93,009	110,457
Manufacturer-wholesalers including chocolate manufacturers...	3,879,577	1,886,091	3,844,934	1,799,290
MANUFACTURER-WHOLESALEERS INCLUDING CHOCOLATE-MANUFACTURERS BY AREA OF PLANT LOCATION				
New England.....	252,908	124,937	297,142	134,710
Middle Atlantic, total.....	1,228,568	705,442	1,121,249	611,163
New York and New Jersey.....	608,717	305,576	587,893	281,718
Pennsylvania.....	619,851	399,866	533,356	329,445
East North Central, total.....	1,525,596	650,184	1,532,243	641,701
Illinois.....	1,332,525	564,591	1,338,405	553,551
Ohio and Indiana.....	152,585	62,682	151,663	63,245
Michigan and Wisconsin.....	40,486	22,911	42,175	24,905
West North Central, total.....	154,550	71,191	174,565	79,734
Minnesota, Kansas, South Dakota and Nebraska.....	122,377	46,736	134,542	49,719
Iowa and Missouri.....	32,173	24,455	40,023	30,015
South Atlantic, total.....	232,211	107,151	190,752	97,861
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	136,659	56,126	110,410	50,211
Georgia and Florida.....	95,552	51,025	80,342	47,650
East South Central (Kentucky, Tennessee, Alabama, and Mississippi).....	68,720	23,777	88,469	29,614
West South Central <sup>1</sup> (Arkansas, Louisiana, Oklahoma, and Texas)	101,497	55,275	120,833	61,731
Mountain (Arizona, Colorado, Idaho, New Mexico, and Utah)....	34,685	20,561	35,835	21,600
Pacific (California, Washington, Oregon, and Hawaii).....	280,842	127,573	283,846	121,176

Note: Manufacturer-retailers include only those with 2 or more outlets.

<sup>1</sup>Value figures in this table are summations of revised corresponding figures published in the monthly M20C series. The proportion estimated for establishments not on the reporting panel varies by geographic area and does not exceed 14 percent except for Missouri and California. For the U.S. approximately 14 percent of the total value was estimated for 1971.

In order to estimate quantity data, unit values were computed by geographic areas from the annual data collected on Census Form MA-20D. By applying these unit values to the corresponding value figures on the table, poundage data for each area were estimated.

Table 5.--CONFECTIONERY--SHIPMENTS, EXPORTS, IMPORTS, AND APPARENT CONSUMPTION: 1971 AND 1970

Manufacturers' shipments represent quantity and value (f.o.b. plant) of physical shipments, including interplant transfers, from establishments during each year. Export values are values at seaport, border point, or airport of exportation; they are based on selling price, including freight, insurance, and other charges to the port of exportation. Import values are generally the market values in the foreign country and exclude U.S. import duties, transportation, and insurance costs.

Total import values and unit prices of imported commodities would thus tend to be understated relative to domestic output. Because manufacturers' shipments of certain products may be used as materials for incorporation into other products, it may not be valid to compare exports and imports with shipments for combinations of product groups. See "Limitations on the Comparison of Export, Import, and Output Data."

Title	Year	Manufacturers' shipments		Exports of domestic merchandise <sup>1</sup>		Percent exports to manufacturers' shipments		Imports for consumption <sup>2</sup>		Calculated import duty	Apparent consumption <sup>3</sup>		Percent imports to apparent consumption	
		Quantity (1,000) pounds	Value f.o.b. plant (\$1,000)	Quantity (1,000 pounds)	Value at port (\$1,000)	Quantity	Value	Quantity (1,000 pounds)	Value in foreign country (\$1,000)		Quantity (1,000 pounds)	Value (\$1,000)	Quantity	Value
Confectionery <sup>4</sup> .....	1971	3,974,618	2,002,488	18,900	7,871	0.48	0.39	108,581	39,812	3,192	4,064,299	2,034,429	2.67	1.96
	1970	3,937,943	1,909,747	14,705	6,489	0.37	0.34	156,498	51,064	4,576	4,079,736	1,954,322	3.83	2.61

<sup>1</sup>Source: Bureau of the Census Report FT 410, U.S. Exports Schedule 8 Commodity and Country. Schedule 8 numbers 0620115 and 0730020.

<sup>2</sup>Source: Bureau of the Census Report FT 210, U.S. Imports for consumption and General Imports; SIC-based products and area. TSUSA codes, 1563000, 1571020, and 1571040.

<sup>3</sup>Apparent consumption is derived by subtracting exports from the total manufacturers' shipments plus imports.

<sup>4</sup>The import/export data shown in this table are directly related to the products reported on Current Industrial Report. M20C, Confectionery, Including Chocolate Products. Items such as fruit glazes, popcorn, nuts, etc. are excluded.

## LIMITATIONS ON THE COMPARISON OF EXPORT, IMPORT, AND OUTPUT DATA

Generally, it is somewhat easier to find a reasonable statistical basis for a comparison of exports with domestic output than for a comparison of imports with domestic output. Aside from the differences in the basic commodity classifications used, there are a substantial number of imported commodities which are not produced in the United States or are produced in very small quantities. On the other hand, the merchandise exported from the United States is ordinarily produced in this country and reflects items important in output.

There are other problems affecting the comparability of the three sets of data. Differences in methods of valuation is perhaps the principal such problem. There may be elements of duplication in output data but not in imports or exports; low-value transactions are excluded from data for individual export and import commodity classifications; and a small portion of manufacturing output is not allocated to detailed commodity lines. All of these factors affect comparability to some degree. For these reasons the relationships shown in this report should be considered as only approximations.

(a) Valuation.--Domestic producers' shipments, or production, are usually valued at the point of production--the factory, mine, or farm.

On the other hand, exports are by definition valued at the point of exportation--seaport, border point, or airport. Export values are the selling price, or cost if not sold, and include expenditures for freight, insurance, and other charges to the export point.

Further, the exporters' trade margin above costs increases the export values compared with producers' values. Information on the magnitude of this incremental margin on a commodity-by-commodity basis is not available.

The dollar value shown for imports in the basic statistics is defined ordinarily as the market value in the foreign country and excludes U.S. import duties, transportation, insurance, and other costs. In actual practice only the values reported for imports subject to an ad valorem rate of duty (accounting for 10 to 15 percent of total imports) tend to conform to this definition. For other imports, the reported values may inadvertently include ocean freight; intracompany shipments may reflect arbitrary values; etc.

Thus, import values tend to understate the unit prices at which imported goods are sold in the U.S. market, in that they do not cover transportation, insurance costs, import duties, and other costs. By the same token, the total value of imports relative to domestic output tends to be understated if viewed at the point of entry into the U.S. market. The calculated value of import duties is shown separately for each commodity line in the table,

but sufficient information is not available on the transportation, insurance, and other costs for individual commodities for those costs to be shown in this report.

(b) Duplication in quantity and value of output.--Because producers' shipments of some commodities may be used as materials for incorporation into other commodities, combinations of data for such commodities may contain a certain amount of duplication. Thus, percentages of exports to output or imports to apparent consumption (output plus imports minus exports) at 4-digit or broader levels may be understated.

Where the duplication is known to be substantial, the output data are appropriately noted in the table.

(c) Low-value export and import transactions.--Commodity information is not shown for individual imports and exports valued under \$100 or for imports on informal entries. Informal entries, by definition, contain only items valued at not more than \$250. This is believed to have only negligible effect on the statistics for the bulk of the commodities.

(d) Manufacturers' shipments, not specified by kind.--The value of manufacturers' shipments at the 4-digit commodity level often includes a small amount which is not distributed among the individual 5-digit product classes. Export and import percentages at the more detailed levels might thus be slightly overstated.

(e) Time lag between output and exports.--There will sometimes be a lag between the time a commodity is produced or shipped by the producer and the time it is actually exported. The time lag will usually be greater if the merchandise moves through intermediaries (wholesalers, exporters) rather than directly from producers into the export market. Ordinarily, this type of discrepancy would not be very important in annual figures.

(f) "Direct" vs "total" commodity exports.--The commodity export data in this report represent direct exports of those commodities. They do not include the exports of the commodities which are incorporated into other, more finished products and exported in finished form. Thus, by showing only direct exports, the relation of exports to output for intermediate products, such as steel shapes and forms, is considerably understated. The figure for steel exported as such, does not include steel incorporated in automobiles, tractors, etc., which are also exported.

(g) Used commodities.--With a few exceptions, used or rebuilt commodities are classified in the same import or export codes as is new merchandise. Percentages are thus overstated to the extent that used or rebuilt products are significant in trade.





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## CURRENT INDUSTRIAL REPORTS

Confectionery, Including  
Chocolate Products

Seasonal Adjustment Supplement

1959 to July 1971

U.S. DEPARTMENT OF COMMERCE / Bureau of the Census



November 1971

SERIES: M20C Supplement 2

This report presents seasonally adjusted data for a number of the most important series published monthly in Current Industrial Reports Series M20C, Confectionery, Including Chocolate Products. This report updates the seasonal adjustment report issued March 12, 1971, incorporating a rebenchmark of the data to the 1967 Census of Manufactures and includes data through July 1971.

The seasonal adjustments were made using the X-11 variant of the Census Bureau's seasonal adjustment program. The X-11 variant of the seasonal adjustment program has developed improved techniques for the treatment of extremes and a regression program to identify trading-day adjustment to the monthly aggregates. The trading-day routine is optional and has been used for the series presented in this publication. This program is amply described in the literature on this method.<sup>1</sup> It should be noted that beginning January 1971, the data have been adjusted on an establishment basis, prior to tabulation for variation in the length of the reporting period such as 4-week, 5-week, or calendar month. The data prior to 1971 have not been

adjusted for reporting period variation. However, the effect of this adjustment is negligible at the U.S. total level and does not significantly affect the seasonally adjusted series.

For each series included in this report the following tables are shown:

- (1) Seasonally-adjusted data
- (2) Data without seasonal adjustment (original series)
- (3) Seasonal adjustment factors. The seasonally-adjusted data are obtained by dividing the unadjusted data by the seasonal factors for the specific month.
- (4) Average percentage changes and related measures for each series.

Beginning in November 1971, these seasonally adjusted data will be included in table 1 of the regular M20C report. That report also includes a detailed description of the survey, including a discussion of the scope and coverage of the report together with an explanation of the terms.

## TRADING-DAY FACTORS

Variation in the rate of activity that arises from the existence of different numbers of trading days in the same month for different years can be an important cause of month-to-month irregular fluctuations. Unlike some other causes of irregular fluctuations such as unexpected economic developments, unusual weather, and statistical errors, trading-day irregularities can be approximately identified and removed so that the underlying trend cycle stands out more clearly. Hence, it is often possible to reduce the irregular factor by a trading-day adjustment.

<sup>1</sup>Electronic Computers and Business Indicators, National Bureau of Economic Research Occasional Paper 57 (New York, 1957); Tests and Revisions of Bureau of the Census Methods of Seasonal Adjustments, Bureau of the Census Technical Paper No. 5 (Washington, 1961, \$1.00); The X-11 Variant of the Census Method 11 Seasonal Adjustment Program, Bureau of the Census Technical Paper No. 15 (Washington, 1967, \$0.50).

# **BRIEF DEFINITIONS OF MEASURES SHOWN IN TABLE 4**

The following are brief definitions; more complete explanations appear in Electronic Computers and Business Indicators, by Julius Shiskin, issued as Occasional Paper 57 by the National Bureau of Economic Research, 1957 (reprinted from Journal of Business, October 1957).

" $\overline{CI}$ " is the average month-to-month percentage change, without regard to sign, in the seasonally adjusted series (i.e., the series after adjustment for measurable seasonal, trading-day, and holiday variations).

" $\overline{I}$ " is the same for the irregular component, obtained by dividing the cyclical component into the seasonally adjusted series.

" $\overline{C}$ " is the same for the cyclical component, a smooth, flexible moving average of the seasonally adjusted series.

" $\overline{I/C}$ " is a measure of the relative smoothness (small values) or irregularity (large values) of the seasonally adjusted series. It is shown for 1-month spans and for spans of the period of MCD. When MCD is "6", no  $I/C$  ratio is shown for the MCD period.

"MCD" (months for cyclical dominance) provides an estimate of the appropriate time span

over which to observe cyclical movements in a monthly series. It is small for smooth series and large for irregular series. In deriving MCD, percentage changes are computed separately for the irregular component and the cyclical component over 1-month spans (Jan.-Feb., Feb.-Mar., etc.), 2-month spans (Jan.-Mar., Feb.-Apr., etc.), up to 12-month spans. Averages, without regard to sign, are then computed for the changes over each span. MCD is the shortest span in months for which the average percentage change (without regard to sign) in the cyclical component is larger than the average percentage change (without regard to sign) in the irregular component, and remains so. Thus, it indicates the point at which fluctuations in the seasonally adjusted series became dominated by cyclical rather than irregular movements. All series with an MCD greater than "5" are shown as "6"

"Average Duration of Run" (ADR) is another measure of smoothness and is equal to the average number of consecutive monthly changes in the same direction in any series of observations. When there is no change between 2 months, a change in the same direction as the preceding change is assumed. The ADR is shown for the seasonally adjusted series  $CI$ , irregular component  $I$ , cyclical component  $C$ , and the MCD curve. The MCD curve is an unweighted moving average (with the number of terms equal to MCD) of the seasonally adjusted series.

TABLE 1.--MONTHLY VALUE OF MANUFACTURERS' SALES OF CONFECTIONERY PRODUCTS

FINAL SEASONALLY ADJUSTED SERIES

(MILLIONS OF DOLLARS)

YEAR	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
1959	101.	97.	90.	95.	96.	93.	98.	89.	96.	95.	98.	98.
1960	99.	101.	101.	101.	100.	102.	97.	98.	99.	101.	101.	103.
1961	101.	102.	96.	100.	112.	102.	101.	102.	103.	105.	105.	105.
1962	103.	101.	106.	107.	101.	98.	106.	106.	106.	106.	107.	104.
1963	107.	108.	105.	106.	112.	112.	114.	110.	116.	109.	110.	115.
1964	121.	115.	107.	116.	115.	111.	114.	118.	116.	122.	115.	117.
1965	117.	117.	121.	121.	109.	121.	116.	121.	118.	122.	121.	123.
1966	118.	122.	123.	125.	129.	129.	115.	130.	132.	137.	138.	138.
1967	140.	138.	128.	121.	146.	140.	130.	138.	150.	136.	139.	138.
1968	144.	141.	143.	144.	144.	143.	147.	146.	151.	150.	151.	148.
1969	144.	156.	160.	160.	158.	156.	159.	158.	154.	156.	160.	161.
1970	156.	168.	160.	139.	156.	163.	159.	164.	162.	161.	153.	163.
1971	166.	167.	166.	170.	176.	173.	172.					

TABLE 2.--MONTHLY VALUE OF MANUFACTURERS' SALES OF CONFECTIONERY PRODUCTS

ORIGINAL SERIES

(MILLIONS OF DOLLARS)

YEAR	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
1959	106.	101.	92.	86.	71.	70.	65.	73.	131.	126.	121.	108.
1960	102.	107.	107.	88.	75.	78.	62.	84.	136.	129.	128.	110.
1961	105.	105.	102.	86.	86.	78.	64.	89.	137.	139.	133.	109.
1962	108.	104.	109.	93.	79.	73.	69.	94.	140.	142.	134.	106.
1963	114.	110.	106.	94.	89.	83.	75.	95.	155.	148.	133.	119.
1964	130.	119.	109.	105.	88.	85.	77.	100.	160.	160.	138.	124.
1965	120.	120.	125.	110.	83.	95.	76.	106.	163.	156.	146.	128.
1966	120.	126.	130.	111.	101.	103.	75.	117.	182.	171.	169.	138.
1967	146.	143.	136.	106.	116.	112.	84.	127.	199.	172.	170.	134.
1968	152.	155.	146.	130.	117.	110.	100.	131.	200.	193.	178.	144.
1969	155.	165.	161.	147.	125.	122.	111.	140.	207.	199.	185.	158.
1970	164.	178.	166.	128.	122.	129.	112.	143.	222.	199.	180.	163.
1971	171.	178.	176.	157.	135.	139.	114.					

TABLE 3.--MONTHLY VALUE OF MANUFACTURERS' SALES OF CONFECTIONERY PRODUCTS

FINAL COMBINED FACTORS

(SEASONALS COMBINED WITH FINAL TRADING-DAY AND/OR PRIOR MONTHLY FACTORS)

YEAR	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
1959	104.491	103.659	102.780	90.168	74.239	74.925	66.550	81.893	136.111	132.335	123.572	109.675
1960	102.815	106.384	105.882	87.152	75.345	76.704	63.830	85.378	137.157	128.260	126.672	106.487
1961	103.972	103.064	105.986	86.013	76.703	76.833	63.114	87.330	133.541	131.804	126.582	104.288
1962	105.235	102.568	102.594	87.251	78.515	74.815	64.908	88.322	132.133	133.560	125.337	102.027
1963	106.805	102.172	100.950	88.711	79.387	74.143	65.923	86.726	134.035	135.710	120.414	103.674
1964	107.013	103.512	101.885	90.780	76.596	76.823	67.371	84.894	137.837	131.237	119.624	105.780
1965	102.521	102.469	103.320	91.099	75.988	78.662	65.668	87.870	138.210	128.151	120.579	104.446
1966	101.350	103.064	105.267	88.534	78.327	79.764	65.008	89.712	137.565	124.872	122.307	100.199
1967	104.171	103.857	106.089	87.667	79.531	80.093	64.662	91.737	132.850	126.735	122.604	97.316
1968	105.739	109.717	101.833	90.110	81.133	76.867	67.939	89.720	132.850	128.842	118.243	97.611
1969	107.938	105.541	100.866	91.756	79.042	78.170	69.802	88.576	134.465	127.964	115.982	98.381
1970	104.890	106.136	104.072	92.412	77.971	79.021	70.247	87.410	136.619	123.852	117.354	99.835
1971	102.914	106.334	105.840	92.423	76.859	80.185	68.263					

COMBINED FINAL SEASONAL AND TRADING-DAY FACTORS ONLY, ONE YEAR AHEAD

YEAR	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
1971								89.858	137.292	121.572	118.681	99.824
1972	101.350	110.944	108.040	88.348	80.035	80.501	66.308					

Table 4.--AVERAGE PERCENTAGE CHANGES AND RELATED MEASURES FOR SERIES COMPONENTS

Item	Average percentage changes			Ratio of irregular component to cyclical component I C	Number of months for cyclical dominance MCD	I C for MCD span	Average Duration of Run			
	Seasonally adjusted series (CI)	Irregular component (I)	Cyclical component (C)				CI	I	C	MCD
Value of manufacturers' sales of confectionery products.....	3.30	3.17	.51	6.22	6	1.20	1.63	1.53	6.82	2.59



## CURRENT INDUSTRIAL REPORTS

**Confectionery, Including  
Chocolate Products**  
Seasonal Adjustment Supplement

1959 to 1971



U. S. DEPARTMENT OF COMMERCE • Social and Economic Statistics Administration • BUREAU OF THE CENSUS

June 1972

SERIES: M20C Supplement 3

This report presents seasonally adjusted data for a number of the most important series published monthly in Current Industrial Reports Series M20C, Confectionery, Including Chocolate Products. This report updates the seasonal adjustment report issued November 1971, and includes the revisions to monthly data published for August through December 1971.

The seasonal adjustments were made using the X-11 variant of the Census Bureau's seasonal adjustment program. The X-11 variant of the seasonal adjustment program has developed improved techniques for the treatment of extremes and a regression program to identify trading-day adjustment to the monthly aggregates. The trading-day routine is optional and has been used for the series presented in this publication. The program is amply described in the literature on this method.<sup>1</sup> It should be noted that beginning January 1971, the data have been adjusted on an establishment basis, prior to tabulation for variation in the length of the reporting period such as 4-week, 5-week, or calendar month. The data prior

to 1971 have not been adjusted for reporting period variation. However, the effect of this adjustment is negligible at the U.S. total level and does not significantly affect the seasonally adjusted series.

For each series included in this report the following tables are shown:

- (1) Seasonally-adjusted data
- (2) Data without seasonal adjustment (original series)
- (3) Seasonal adjustment factors. The seasonally-adjusted data are obtained by dividing the unadjusted data by the seasonal factors for the specific month.
- (4) Average percentage changes and related measures for each series.

Seasonally adjusted data has appeared regularly in the monthly M20C report since November 1971. That report also includes a detailed description of the survey, including a discussion of the scope and coverage of the report together with an explanation of the terms.

## TRADING-DAY FACTORS

Variation in the rate of activity that arises from the existence of different numbers of trading days in the same month for different years can be an important cause of month-to-month irregular fluctuations. Unlike some other causes of irregular fluctuations such as unexpected economic developments, unusual weather, and statistical errors, trading-day irregularities can be approximately identified and removed so that the underlying trend cycle stands out more clearly.

<sup>1</sup>Electronic Computers and Business Indicators, National Bureau of Economic Research Occasional Paper 57 (New York, 1957): Tests and Revisions of Bureau of the Census Methods of Seasonal Adjustments, Bureau of the Census Technical Paper No. 5 (Washington, 1961, \$1.00); The X-11 Variant of the Census Method II Seasonal Adjustment Program, Bureau of the Census Technical Paper No. 15 (Washington, 1967, \$0.50).

Hence, it is often possible to reduce the irregular factor by a trading-day adjustment.

#### BRIEF DEFINITIONS OF MEASURES SHOWN IN TABLE 4

The following are brief definitions; more complete explanations appear in Electronic Computers and Business Indicators, by Julius Shiskin, issued as Occasional Paper 57 by the National Bureau of Economic Research, 1957 (reprinted from Journal of Business, October 1957).

" $\bar{CI}$ " is the average month-to-month percentage change, without regard to sign, in the seasonally adjusted series (i.e., the series after adjustment for measurably seasonal, trading-day and holiday variations).

" $\bar{I}$ " is the same for the irregular component, obtained by dividing the cyclical component into the seasonally adjusted series.

" $\bar{C}$ " is the same for the cyclical component, a smooth, flexible moving average of the seasonally adjusted series.

" $\bar{I}/\bar{C}$ " is a measure of the relative smoothness (small values) or irregularity (large values) of the seasonally adjusted series. It is shown for 1-month spans and for spans of the period of MCD. When MCD is "6" no  $I/C$  ratio is shown for the MCD period.

"MCD" (months for cyclical dominance) provides an estimate of the appropriate time span over which the observe cyclical movements in a monthly series. It is small for smooth series and large for irregular series. In deriving MCD, percentage changes are computed separately for the irregular component and the cyclical component over 1-month spans (Jan.-Feb., Feb.-Mar., etc.), 2-month spans (Jan.-Mar., Feb.-Apr., etc.), up to 12-month spans. Averages, without regard to sign, are then computed for the changes over each span. MCD is the shortest span in months for which the average percentage change (without regard to sign) in the cyclical component is larger than the average percentage change (without regard to sign) in the irregular component, and remains so. Thus, it indicates the point at which fluctuations in the seasonally adjusted series became dominated by cyclical rather than irregular movements. All series with an MCD greater than "r" are shown as "6".

"Average Duration of Run" (ADR) is another measure of smoothness and is equal to the average number of consecutive monthly changes in the same direction in any series of observations. When there is not change between 2 months, a change, in the same direction as the preceding change is assumed. The ADR is shown for the seasonally adjusted series  $CI$ , irregular component  $I$ , cyclical component  $C$ , and the MCD curve. The MCD curve is an unweighted moving average (with the number of terms equal to MCD) of the seasonally adjusted series.

TABLE 1.--MONTHLY VALUE OF MANUFACTURERS SALES OF CONFECTIONERY PRODUCTS

FINAL SEASONALLY ADJUSTED SERIES											(MILLION OF DOLLARS)	
YEAR	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
1958	102.	97.	90.	96.	96.	93.	98.	89.	96.	95.	98.	98.
1960	99.	101.	102.	101.	99.	102.	97.	98.	99.	101.	101.	103.
1961	100.	102.	97.	100.	112.	102.	102.	102.	103.	105.	106.	104.
1962	103.	101.	107.	106.	101.	98.	106.	107.	106.	106.	107.	104.
1963	107.	108.	105.	105.	113.	112.	114.	110.	115.	109.	110.	114.
1964	123.	115.	107.	116.	115.	110.	115.	118.	116.	122.	115.	117.
1965	117.	117.	121.	121.	109.	121.	116.	120.	118.	122.	120.	123.
1966	119.	122.	123.	125.	128.	130.	115.	130.	132.	137.	138.	138.
1967	140.	138.	129.	121.	146.	140.	130.	138.	150.	135.	139.	138.
1968	145.	141.	143.	143.	145.	142.	147.	146.	151.	149.	151.	147.
1969	145.	156.	160.	160.	158.	155.	159.	158.	154.	156.	159.	161.
1970	158.	168.	159.	139.	155.	161.	160.	163.	164.	160.	153.	164.
1971	167.	167.	166.	170.	174.	171.	169.	176.	160.	167.	163.	159.

TABLE 2.--MONTHLY VALUE OF MANUFACTURERS SALES OF CONFECTIONERY PRODUCTS

ORIGINAL SERIES											(MILLION OF DOLLARS)	
YEAR	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
1958	106.	101.	92.	86.	71.	70.	65.	73.	131.	126.	121.	108.
1960	102.	107.	107.	88.	75.	78.	62.	84.	136.	129.	128.	110.
1961	105.	105.	102.	86.	86.	78.	64.	89.	137.	139.	133.	109.
1962	108.	104.	109.	93.	79.	73.	69.	94.	140.	142.	134.	106.
1963	114.	110.	106.	94.	89.	83.	75.	95.	155.	148.	133.	119.
1964	130.	119.	109.	105.	88.	85.	77.	100.	160.	160.	138.	124.
1965	120.	120.	125.	110.	85.	95.	76.	106.	163.	156.	146.	128.
1966	120.	126.	130.	111.	101.	103.	75.	117.	182.	171.	169.	138.
1967	146.	143.	136.	106.	116.	112.	84.	127.	199.	172.	170.	134.
1968	152.	155.	146.	130.	117.	110.	100.	131.	200.	193.	178.	144.
1969	155.	165.	161.	147.	125.	122.	111.	140.	207.	199.	185.	158.
1970	164.	178.	166.	128.	122.	129.	112.	143.	222.	199.	180.	163.
1971	171.	178.	176.	157.	135.	139.	115.	160.	215.	204.	195.	157.

TABLE 3.--MONTHLY VALUE OF MANUFACTURERS SALES OF CONFECTIONERY PRODUCTS

FINAL COMBINED FACTORS  
(SEASONALS COMBINED WITH FINAL TRADING-DAY AND/OR PRIOR MONTHLY FACTORS)

YEAR	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
1959	104.182	103.659	102.600	89.739	74.118	75.501	66.263	81.905	136.481	132.070	123.868	109.885
1960	102.822	106.175	105.268	87.162	75.600	76.354	63.993	85.579	137.092	128.031	127.227	106.373
1961	104.500	103.064	104.652	86.287	76.608	76.783	63.048	87.620	133.603	132.600	126.040	104.395
1962	105.034	102.668	101.891	87.349	78.592	74.739	65.300	87.908	132.600	133.459	125.294	101.922
1963	106.601	102.172	100.659	89.256	78.821	74.295	65.423	86.652	134.331	135.842	120.391	104.300
1964	106.082	103.512	102.300	90.347	76.576	77.208	66.978	84.903	138.414	130.974	119.624	105.781
1965	102.429	102.469	103.219	90.920	75.813	78.817	65.636	88.400	137.600	128.281	121.183	103.836
1966	100.858	103.163	105.268	88.543	78.800	79.295	65.173	89.712	137.498	124.743	122.548	99.998
1967	104.300	103.956	105.367	87.847	79.632	80.638	64.692	91.827	132.814	127.500	121.984	97.317
1968	105.134	109.715	101.937	90.661	80.965	77.317	68.141	89.640	132.357	129.173	118.221	97.900
1969	106.694	105.740	100.761	92.140	79.282	78.466	69.871	88.863	134.335	127.727	116.415	97.877
1970	103.982	106.136	104.700	92.071	78.542	80.019	69.836	87.804	135.363	124.201	117.552	99.317
1971	102.330	106.433	105.941	92.547	77.457	81.055	68.426	90.900	134.558	122.482	119.275	98.731

COMBINED FINAL SEASONAL AND TRADING-DAY FACTORS ONLY: ONE YEAR AHEAD

YEAR	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
1972	100.568	111.904	107.511	88.822	80.842	81.055	66.336	93.263	130.645	124.500	120.362	95.056

Table 4.--AVERAGE PERCENTAGE CHANGES AND RELATED MEASURES FOR SERIES COMPONENTS

Item	Average percentage changes			Ratio of irregular component to cyclical component (I/C)	Number of months for cyclical dominance (MCD)	I/C for MCD span	Average Duration of Run			
	Seasonally adjusted series (CI)	Irregular component (I)	Cyclical component (C)				CI	I	C	MCD
Value of manufacturers' sales of confectionery products.....	3.40	3.28	.53	6.25	6	1.21	1.63	1.53	6.74	2.54



## CURRENT INDUSTRIAL REPORTS

Confectionery, Including  
Chocolate Products

January 1972



U. S. DEPARTMENT OF COMMERCE • Social and Economic Statistics Administration • BUREAU OF THE CENSUS

March 1972

SERIES: M20C(72)-1

The statistics in this publication are based on a survey of manufacturers and represent the entire U.S. sales of confectionery by manufacturing establishments except in table 3. Estimates are included for establishments whose reports were not received in time for tabulation. A more complete description of the survey appears on pages 5 and 6.

Table 1. Summary of Manufacturers' Sales of  
Confectionery, 1970 to 1972

(Millions of dollars)

Month and year	Total <sup>2 4</sup> (seasonally adjusted)	Total <sup>4</sup> (unadjusted)
1972 <sup>1 3</sup>		
January.....	201	203
1971 <sup>1 3</sup>		
December.....	185	185
November.....	196	235
October.....	188	228
September.....	180	244
August.....	194	175
July.....	169	115
June.....	173	139
May.....	175	135
April.....	170	157
March.....	166	176
February.....	167	178
January.....	167	171
1970 <sup>1</sup>		
December.....	163	163
November.....	153	180
October.....	161	199
September.....	164	222
August.....	163	143
July.....	161	112
June.....	163	129
May.....	157	122
April.....	139	128
March.....	160	166
February.....	167	178
January.....	157	164

<sup>1</sup>Data unadjusted shown in table 1 are rebenchmarked to the 1967 Census of Manufactures. Detailed statistics are shown in the M20C summary for 1970 issued on August 7, 1971. <sup>2</sup>Data are seasonally adjusted by the factors shown in the M20C Seasonal Adjustment Supplement published November 1971. The revised factors are based on data rebenchmarked to the 1967 Census of Manufactures. <sup>3</sup>Beginning with January 1971, the data are adjusted for number of working days in the reporting period. Although comparable monthly data for prior years are not available, the effect of this adjustment is considered to be negligible at the U.S. total level (see Reporting Period Adjustment). <sup>4</sup>Includes manufacturer-retailers which are defined as confectionery manufacturers having two or more retail outlets (see Explanation of Terms).

Combined Final Seasonal and Trading Day Factors One Year Ahead--1972

Item	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
Monthly confectionery sales ..	101,059	111,676	107,725	88,355	80,476	80,162	66,018	93,275	131,206	123,157	121,753	95,452

Inquiries concerning these figures should be addressed to the U.S. Department of Commerce, Bureau of the Census, Industry Division, Washington, D.C. 20233. This publication is for sale by the Bureau of the Census, Price: 15 cents per copy—\$1.50 per year.

TABLE 2.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS,  
BY KIND OF BUSINESS AND GEOGRAPHIC AREA

(A REVIEW OF THE MONTHLY REPORTS SUBMITTED INDICATES SEVERAL LARGE PRODUCERS ARE UNABLE TO REPORT SALES DATA SEPARATELY BY INDIVIDUAL STATES. AS A RESULT, GEOGRAPHIC INFORMATION WILL BE WITHHELD UNTIL THIS SITUATION IS CORRECTED.)

TABLE 3.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS,  
BY TYPE OF CONFECTIONERY

SIC CODE	TYPE OF PRODUCT	JANUARY 1972		DECEMBER 1971	
		QUANTITY - THOUSAND POUNDS	VALUE - THOUSAND DOLLARS	QUANTITY - THOUSAND POUNDS	VALUE - THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS. . . . .	191 803	110 468	180 881	98 738
	PACKAGE GOODS MADE TO RETAIL AT:				
2071324	\$1.00 OR MORE PER POUND . . . . .	17 900	24 221	17 089	r 20 044
2071351	\$0.50 TO \$0.99 PER POUND . . . . .	26 230	14 487	24 981	13 544
2071371	LESS THAN \$0.50 PER POUND . . . . .	36 705	11 157	35 441	9 714
2070114	BAR GOODS. . . . .	72 800	43 804	64 225	38 222
2071201	5 CENT AND 10 CENT SPECIALTIES . . . . .	15 550	9 302	17 608	10 176
2070121	BULK GOODS, INCLUDING PENNY GOODS. . . . .	22 618	7 527	21 537	r 7 038

r Revised by 5 percent or more from previously published data.

Table 4.--EXPORTS OF CONFECTIONERY PRODUCTS

(Thousands of pounds)

Country to which exported	January	December	1 month through January
Confectionery, except chewing gum, not containing cocoa (0620115)			
TOTAL.....	1,114	917	1,114
Canada.....	139	116	139
Mexico.....	274	334	274
Panama.....	23	22	23
Bermuda.....	18	19	18
Bahamas.....	34	39	34
Jamaica.....	15	17	15
Netherlands Antilles.....	17	38	17
Sweden.....	-	-	-
West Germany.....	318	-	318
Greece.....	-	28	-
Hong Kong.....	13	42	13
Nansei Islands.....	78	24	78
Other.....	185	238	185
Confectionery containing cocoa or chocolate (0730020)			
TOTAL.....	712	609	712
Canada.....	91	155	91
Mexico.....	9	20	9
Bahamas.....	4	10	4
Nansei Islands.....	334	173	334
Other.....	274	251	274

Note: Data in this table are taken from Foreign Trade publication FT 410, U.S. Exports. The Schedule B codes are: 0620115, confectionery not containing chocolate; 0730020, confectionery containing chocolate.

Table 5.--IMPORTS OF CONFECTIONERY PRODUCTS

(Thousands of pounds)

Country of Origin	January	December	1 month through January
<sup>1</sup> Chocolate, sweetened, except bars and blocks of 10 pounds or more (TSUSA codes 1563020 and 1563040)			
TOTAL.....	4,143	5,162	4,143
Canada.....	1,645	426	1,645
Dominican Republic.....	266	27	266
United Kingdom.....	246	1,811	246
Ireland.....	125	1,677	125
Netherlands.....	445	152	445
Belgium.....	302	292	302
West Germany.....	555	665	555
Switzerland.....	51	2	51
Italy.....	224	46	224
Israel.....	184	38	184
Other.....	100	26	100
Candy and other confectionery, n.e.c., not containing cocoa or chocolate (TSUSA code 1571020)			
TOTAL.....	9,513	4,684	9,513
Canada.....	241	99	241
Colombia.....	828	341	828
Sweden.....	930	389	930
Finland.....	24	139	24
Denmark.....	347	205	347
United Kingdom.....	3,637	1,801	3,637
Netherlands.....	547	481	547
Belgium.....	340	161	340
West Germany.....	29	42	29
Austria.....	246	111	246
Poland.....	115	74	115
Spain.....	197	64	197
Italy.....	539	398	539
Other.....	1,493	379	1,493
Candy and other confectionery, n.e.s., containing cocoa or chocolate (TSUSA code 1571040)			
TOTAL.....	4,087	2,063	4,087
Canada.....	797	564	797
United Kingdom.....	1,470	368	1,470
West Germany.....	541	701	541
Switzerland.....	143	17	143
Italy.....	162	43	162
Other.....	974	370	974

n.e.s. Not elsewhere specified. - Represents zero.

<sup>1</sup>Data in this import classification are incorrect as published prior to this publication. Please note the change in the TSUSA coding for this import commodity. Import data collected under 1563000 (chocolate, sweetened, except bars and blocks of 10 pounds or more) is now collected under 1563020 (chocolate, sweetened, n.e.s. and edible as candy or confection) and 1563040 (chocolate, sweetened in any other form). The description for the combined data reported under these two codes remains unchanged.

## DESCRIPTION OF SURVEY

The statistics in this publication were collected on census Form M20C.1, "Monthly Confectionery Survey by Type of Confectionery Survey" from a sample of approximately 330 confectionery manufacturing establishments which account for approximately 90 percent of the total U.S. manufacturers' sales of confectionery products. The proportion estimated for the establishments which are not on the reporting panel varies by State and is based on their sales as reported in the Census of Manufactures.

The statistics presented in table 1 represent industry total sales figures which are based on the combined monthly sales totals reported by the 330 establishments in the reporting panel and which include estimates as described above.

Approximately 250 of the respondents are mailed Form M20C.2 on which the total monthly sales figures is the only item reported. The remaining establishments on the panel, which form a group of about 80 of the large manufacturer-wholesaler and chocolate-manufacturing concerns, report on Form M20C.1 on which detail by type of confectionery is requested in addition to the total sales figure. Aggregate figures for this group are presented in table 3. Comparison of table with the second column of table 1 shows that the respondents of Form M20C.1 account for about 65 percent of the total estimated sales of manufacturer-wholesalers and chocolate-manufacturers.

The current month's figures include estimates for respondents in the reporting panel whose reports were not received in time for tabulation as well as for small respondents excluded from the panel. Missing figures for companies in the reporting panel are imputed from the month-to-month movements shown by reporting firms. The overall imputation rate is generally limited to 25 percent, including about 10 percent for small respondents excluded from the monthly panel. Individual items with higher imputation rates are footnoted.

The imputation rate is not an explicit indicator of the potential error in published figures due to nonresponse, both because the actual monthly movements for nonrespondents may or may not closely agree with the imputed movements, and because the estimates for nonpanel cases may not reflect their current activity. The probable range of difference between the actual and imputed figures is unknown. The degree of uncertainty regarding the accuracy of the data, however, increases as the percentage of imputation increases. Figures with imputation rates above

25 percent, particularly, should be used with caution.

Statistics for previous months may be revised, due to receipt of corrected data from respondents, including late reports for which estimates were made, and other corrections. Figures which were revised significantly are indicated by footnotes.

## REPORTING PERIOD ADJUSTMENT

Beginning January 1971 the data were adjusted for number of working days in the reporting period to compensate for differences in individual company reporting patterns (i.e. calendar month, 4-week, 5-week periods). Based on a study of large confectionery manufacturers, it has been determined that the calendar month accounting system prevails in the industry. Hence, adjustments have been made to those reporting on other than a calendar month basis.

## SEASONAL ADJUSTMENT

This report presents seasonally adjusted data in table 1. The seasonal adjustment program largely eliminates the effect normal seasonal variations (including variations due to vacations, weather, etc.) and measured over the time period for which the data were used. The resulting information thus provides a better measure than the original data of the month-to-month variations which are due to factors that are not associated with a repetitive seasonal pattern. This program is amply described in the literature on this method.

## RELATED REPORTS

An annual Current Industrial Report which includes only summary data is published in this series. This report consists partly of totals from the monthly reports and partly of data obtained as the result of a joint survey by the Bureau of the Census and Bureau of Domestic Commerce. In this joint undertaking, various statistics on confectionery are collected on census form MA-20D. The results of the survey are published in detail in a report entitled, "Confectionery Manufacturers, Sales and Distribution" published by the Bureau of Domestic Commerce.

## EXPLANATION OF TERMS

Manufacturer - wholesalers -- Confectionery manufacturing establishments which sell primarily to wholesalers or retailers. This category includes chocolate manufacturers.

Manufacturer-retailers -- Confectionery manufacturing establishments which sell primarily through their own retail outlets. Establishments which have only one retail outlet are not classified in manufacturing.

Sales--Manufacturer-wholesaler and chocolate-manufacturer sales represent f.o.b. plant value and exclude resales of goods purchased from other manufacturers or received from other plants of the reporting company.

Sales of manufacturer-retailers represent the value of goods transferred to retail outlets; they are approximately the commercial wholesale sales value and not the retail price to the consumer.

Products--In this survey, data are collected only for consumer type confectionery goods. Such data exclude cough drops, medicated candy, chewing gum, roasted peanuts, unsweetened popcorn, and fountain syrup.

Bar goods--Bar goods includes plain, coated and molded bars with or without nuts which are wrapped with not more than two pieces to the individual consumer-unit; the consumer-units are retailed separately or in economy packages.

Bulk goods--Bulk goods includes penny goods, hard candies, coated nuts, peanut brittle, unpackaged chocolates, etc., usually wholesaled in containers over 5 pounds and weighted out by the retailer to be sold by the pound or fraction thereof.

5-cent and 10-cent specialties--These are confectionery items of more than two pieces to the individual consumer-unit and novelty items, intended to retail at the above prices. Rolls or packets of mints, fruit drops, holiday novelties, candy toys and similar types of confections are included but cough drops and chewing gum are excluded.

Packaged goods--This includes assorted chocolate and other confections packaged in consumer-type boxes, bags, window-boxes, etc., designed to retail at \$1 or more, 50 cents to 99 cents, and less than 50 cents per pound. Miniature bars are included here as are packages of marshmallows, sugar coated popcorn, and similar packaged confections.



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## CURRENT INDUSTRIAL REPORTS

# Confectionery, Including Chocolate Products

February 1972 and August-December, 1971 (Revised)



U. S. DEPARTMENT OF COMMERCE • Social and Economic Statistics Administration • BUREAU OF THE CENSUS

May 1972

SERIES: M20C(72)-2

Figures on manufacturers' net sales of confectionery products for the period August 1971 through January 1972 are revised downward by approximately 13 percent. This revision is due primarily to an error in the method of imputing for companies not reporting in the series.

Poundage and dollar sales of selected manufacturer-wholesalers and chocolate manufacturers, by type of confectionery (table 2 of this report and table 3 of previous publications) are not affected by these revisions.

The statistics in this publication are based on a survey of manufacturers and represent the entire U.S. sales of confectionery by manufacturing establishments except in table 3. Estimates are included for establishments whose reports were not received in time for tabulation. A more complete description of the survey appears on pages 5 and 6.

**Table 1. Summary of Manufacturers' Net  
Sales of Confectionery 1970 to 1972**

(Millions of dollars)

Month and year	Total (seasonally <sup>1</sup> adjusted)	Total (unadjusted)
1972		
February.....	155	172
January.....	165	r 167
1971		
December.....	157	r 157
November.....	164	r 195
October.....	168	r 204
September.....	157	r 215
August.....	178	r 160
July.....	168	115
June.....	173	139
May.....	175	135
April.....	170	157
March.....	166	176
February.....	167	178
January.....	166	171
1970		
December.....	163	163
November.....	153	180
October.....	161	199
September.....	162	222
August.....	164	143
July.....	159	112
June.....	163	129
May.....	156	122
April.....	139	128
March.....	160	166
February.....	168	178

<sup>1</sup>Data are adjusted by the factors shown in the Seasonal Adjustment Supplement published November, 1971. New factors based on revised 1971 monthly data will be updated and shown in the March 1972 report. The factors previously published in our January 1972 report should be discarded as they were prepared based on 1971 unrevised estimates for August through December 1971.

TABLE 2.--POUNDAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS' BY TYPE OF CONFECTIONERY

3

SIC CODE	TYPE OF PRODUCT	FEBRUARY 1972		JANUARY 1972 <sup>†</sup>	
		QUANTITY THOUSAND POUNDS	VALUE THOUSAND DOLLARS	QUANTITY THOUSAND POUNDS	VALUE THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS. . . . .	211 590	110 597	185 087	104 775
	PACKAGE GOODS MADE TO RETAIL AT:				
2071324	\$1.00 OR MORE PER POUND . . . . .	11 032	12 522	13 740	19 937
2071351	\$0.50 TO \$0.99 PER POUND . . . . .	38 750	21 477	26 434	14 682
2071371	LESS THAN \$0.50 PER POUND . . . . .	43 642	12 670	36 366	10 908
2070114	BAR GOODS. . . . .	78 674	45 908	71 758	42 919
2071201	5 CENT AND 10 CENT SPECIALTIES . . . . .	18 825	11 081	15 751	9 227
2070121	BULK GOODS, INCLUDING PENNY GOODS. . . . .	20 667	6 939	21 038	7 102

<sup>†</sup>REVISED BY 5 PERCENT OR MORE FROM PREVIOUSLY PUBLISHED DATA.

Table 3.--EXPORTS OF CONFECTIONERY PRODUCTS

(Thousands of pounds)

Country to which exported	February	January	2 months through February
	Confectionery, except chewing gum, not containing cocoa (0620115)		
TOTAL.....	1,089	1,114	2,203
Canada.....	147	139	286
Mexico.....	279	274	553
Panama.....	11	23	34
Bermuda.....	27	18	45
Bahamas.....	26	34	60
Jamaica.....	9	15	24
Netherlands Antilles.....	26	17	43
Sweden.....	-	-	-
West Germany.....	313	318	631
Greece.....	20	-	20
Hong Kong.....	20	13	33
Nansei Islands.....	19	78	97
Other.....	192	185	377
	Confectionery containing cocoa or chocolate (0730020)		
TOTAL.....	442	712	1,154
Canada.....	101	91	192
Mexico.....	20	9	29
Bahamas.....	20	4	24
Nansei Islands.....	52	334	386
Other.....	249	274	523

Note: Data in this table are taken from Foreign Trade publication FT 410, U.S. Exports. The Schedule B codes are: 0620115, confectionery not containing chocolate; 0730020, confectionery containing chocolate.

Table 4.--IMPORTS OF CONFECTIONERY PRODUCTS

(Thousands of pounds)

Country of Origin	February	January	2 months through February
<sup>1</sup> Chocolate, sweetened, except bars and blocks of 10 pounds or more (TSUSA codes 1563020 and 1563040)			
TOTAL.....	4,460	4,143	8,603
Canada.....	2,008	1,645	3,653
Dominican Republic.....	90	266	356
United Kingdom.....	206	246	452
Ireland.....	633	125	758
Netherlands.....	106	445	551
Belgium.....	275	302	577
West Germany.....	642	555	1,197
Switzerland.....	56	51	107
Italy.....	223	224	447
Israel.....	140	184	324
Other.....	81	100	181
Candy and other confectionery, n.e.c., not containing cocoa or chocolate (TSUSA code 1571020)			
TOTAL.....	6,057	9,513	15,570
Canada.....	245	241	486
Colombia.....	273	828	1,101
Sweden.....	493	930	1,423
Finland.....	326	24	350
Denmark.....	356	347	703
United Kingdom.....	1,932	3,637	5,569
Netherlands.....	583	547	1,130
Belgium.....	155	340	495
West Germany.....	66	29	95
Austria.....	106	246	352
Poland.....	102	115	217
Spain.....	16	197	213
Italy.....	469	539	1,008
Other.....	935	1,493	2,428
Candy and other confectionery, n.e.s., containing cocoa or chocolate (TSUSA code 1571040)			
TOTAL.....	2,835	4,087	6,922
Canada.....	762	797	1,539
United Kingdom.....	868	1,470	2,338
West Germany.....	406	541	947
Switzerland.....	41	143	184
Italy.....	28	162	190
Other.....	730	974	1,704

n.e.s. Not elsewhere specified. - Represents zero.

<sup>1</sup>Data in this import classification are incorrect as published prior to this publication. Please note the change in the TSUSA coding for this import commodity. Import data collected under 1563000 (chocolate, sweetened, except bars and blocks of 10 pounds or more) is now collected under 1563020 (chocolate, sweetened, n.e.s. and edible as candy or confection) and 1563040 (chocolate, sweetened in any other form). The description for the combined data reported under these two codes remains unchanged.

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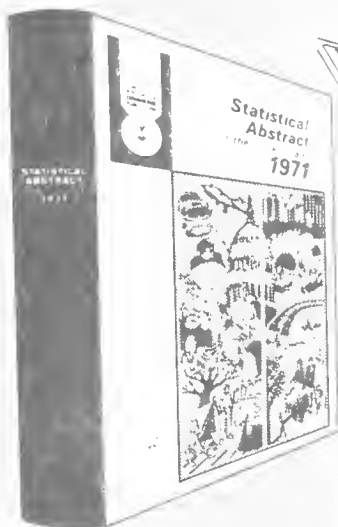
Products--In this survey, data are collected only for consumer type confectionery goods. Such data exclude cough drops, medicated candy, chewing gum, roasted peanuts, unsweetened popcorn, and fountain syrup.

Bar goods--Bar goods includes plain, coated and molded bars with or without nuts which are wrapped with not more than two pieces to the individual consumer-unit; the consumer-units are retailed separately or in economy packages.

Bulk goods--Bulk goods includes penny goods, hard candies, coated nuts, peanut brittle, unpackaged chocolates, etc., usually wholesaled in containers over 5 pounds and weighted out by the retailer to be sold by the pound or fraction thereof.

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## CURRENT INDUSTRIAL REPORTS

Confectionery, Including  
Chocolate Products

March 1972



U. S. DEPARTMENT OF COMMERCE • Social and Economic Statistics Administration • BUREAU OF THE CENSUS

May 1972

SERIES: M20C(72)-3

The statistics in this publication are based on a survey of manufacturers and represent the entire U.S. sales of confectionery by manufacturing establishments except in table 3. Estimates are included for establishments whose reports were not received in time for tabulation. A more complete description of the survey appears on pages 4 and 5.

Table 1. **Summary of Manufacturers' Net  
Sales of Confectionery 1970 to 1972**

(Millions of dollars)

Month and year	Total (seasonally <sup>1</sup> adjusted)	Total (unadjusted)
1972		
March.....	150	161
February.....	150	168
January.....	166	167
1971		
December.....	159	157
November.....	163	195
October.....	167	204
September.....	160	215
August.....	176	160
July.....	169	115
June.....	171	139
May.....	174	135
April.....	170	157
March.....	166	176
February.....	167	178
January.....	167	171
1970		
December.....	164	163
November.....	153	180
October.....	160	199
September.....	164	222
August.....	163	143
July.....	160	112
June.....	161	129
May.....	155	122
April.....	139	128
March.....	159	166

<sup>1</sup>Data are seasonally adjusted by factors based on revised 1971 monthly data. The factors previously published in our January 1972 report should be discarded as they were prepared based on 1971 unrevised estimates for August through December 1971. The new factors will be shown in a seasonal adjustment supplement to be published in June.

TABLE 2.--POUNDAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS,  
BY TYPE OF CONFECTIONERY

SIC CODE	TYPE OF PRODUCT	MARCH 1972		FEBRUARY 1972	
		QUANTITY THOUSAND POUNDS	VALUE THOUSAND DOLLARS	QUANTITY THOUSAND POUNDS	VALUE THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS. . . . .	199 622	104 528	211 840	110 795
	PACKAGE GOODS MADE TO RETAIL AT:				
2071324	\$1.00 OR MORE PER POUND. . . . .	7 653	8 624	11 345	12 862
2071351	\$0.50 TO \$0.99 PER POUND. . . . .	30 477	16 508	38 750	21 475
2071371	LESS THAN \$0.50 PER POUND. . . . .	34 482	9 459	43 642	12 617
2070114	BAR GOODS. . . . .	82 986	49 508	78 647	45 876
2071201	5 CENT AND 10 CENT SPECIALTIES. . . . .	22 842	13 355	18 790	11 027
2070121	BULK GOODS, INCLUDING PENNY GOODS. . . . .	21 182	7 074	20 666	6 938

Table 3.--EXPORTS OF CONFECTIONERY PRODUCTS

(Thousands of pounds)

Country to which exported	March	February	3 months through March
Confectionery, except chewing gum, not containing cocoa (0620115)			
TOTAL.....	1,443	1,089	3,646
Canada.....	273	147	559
Mexico.....	243	279	796
Panama.....	57	11	91
Bermuda.....	25	27	70
Bahamas.....	26	26	86
Jamaica.....	19	9	43
Netherlands Antilles.....	47	26	90
Sweden.....	21	-	21
West Germany.....	466	313	1,097
Greece.....	-	20	20
Hong Kong.....	14	20	47
Nansei Islands.....	45	19	142
Other.....	207	192	584
Confectionery containing cocoa or chocolate (0730020)			
TOTAL.....	615	442	1,769
Canada.....	224	101	416
Mexico.....	6	20	35
Bahamas.....	21	20	45
Nansei Islands.....	141	52	527
Other.....	223	249	746

Note: Data in this table are taken from Foreign Trade publication FT 410, U.S. Exports. The Schedule B codes are: 0620115, confectionery not containing chocolate; 0730020, confectionery containing chocolate.

Table 4.--IMPORTS OF CONFECTIONERY PRODUCTS

(Thousands of pounds)

Country of Origin	March	February	3 months through March
<sup>1</sup> Chocolate, sweetened, except bars and blocks of 10 pounds or more (TSUSA codes 1563020 and 1563040)			
TOTAL.....	1,962	4,460	10,565
Canada.....	1,005	2,008	4,658
Dominican Republic.....	180	90	536
United Kingdom.....	272	206	724
Ireland.....	257	633	1,015
Netherlands.....	33	106	584
Belgium.....	50	275	627
West Germany.....	79	642	1,276
Switzerland.....	19	56	126
Italy.....	24	223	471
Israel.....	-	140	324
Other.....	43	81	224
Candy and other confectionery, n.e.c., not containing cocoa or chocolate (TSUSA code 1571020)			
TOTAL.....	6,877	6,057	22,447
Canada.....	147	245	633
Colombia.....	596	273	1,697
Sweden.....	636	493	2,059
Finland.....	376	326	726
Denmark.....	446	356	1,149
United Kingdom.....	2,394	1,932	7,963
Netherlands.....	432	583	1,562
Belgium.....	92	155	587
West Germany.....	68	66	163
Austria.....	114	106	466
Poland.....	163	102	380
Spain.....	86	16	299
Italy.....	371	469	1,379
Other.....	956	935	3,384
Candy and other confectionery, n.e.s., containing cocoa or chocolate (TSUSA code 1571040)			
TOTAL.....	1,897	2,835	8,799
Canada.....	641	762	2,180
United Kingdom.....	687	868	3,025
West Germany.....	150	406	1,097
Switzerland.....	79	41	263
Italy.....	54	28	244
Other.....	286	730	1,990

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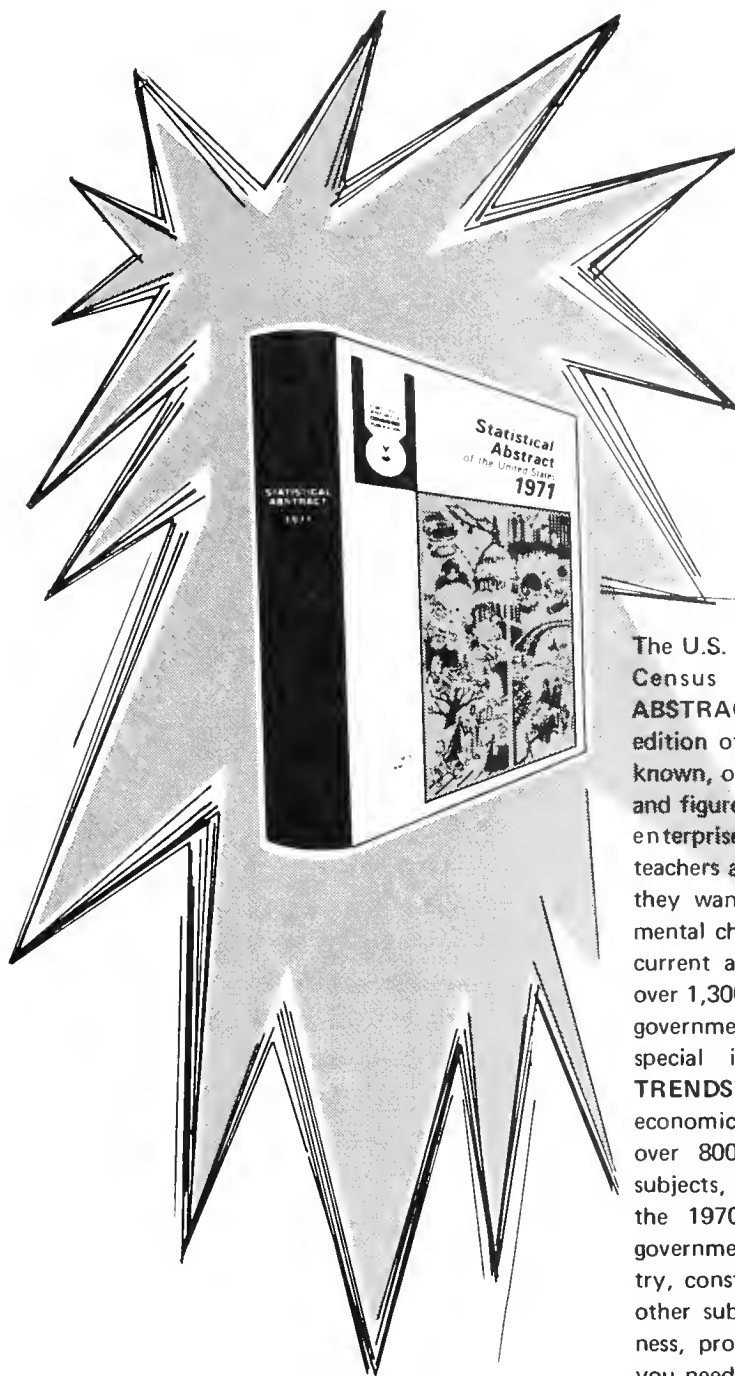
Bar goods--Bar goods includes plain, coated and molded bars with or without nuts which are wrapped with not more than two pieces to the individual consumer-unit; the consumer-units are retailed separately or in economy packages.

Bulk goods--Bulk goods includes penny goods, hard candies, coated nuts, peanut brittle, unpackaged chocolates, etc., usually wholesaled in containers over 5 pounds and weighted out by the retailer to be sold by the pound or fraction thereof.

5-cent and 10-cent specialties--These are confectionery items of more than two pieces to the individual consumer-unit and novelty items, intended to retail at the above prices. Rolls or packets of mints, fruit drops, holiday novelties, candy toys and similar types of confections are included but cough drops and chewing gum are excluded.

Packaged goods--This includes assorted chocolate and other confections packaged in consumer-type boxes, bags, window-boxes, etc., designed to retail at \$1 or more, 50cents to 99 cents, and less than 50 cents per pound. Miniature bars are included here as are packages of marshmallows, sugar coated popcorn, and similar packaged confections.





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## CURRENT INDUSTRIAL REPORTS

Confectionery, Including  
Chocolate Products

April 1972



U. S. DEPARTMENT OF COMMERCE • Social and Economic Statistics Administration • BUREAU OF THE CENSUS

June 1972

SERIES: M20C(72)-4

The statistics in this publication are based on a survey of manufacturers and represent the entire U.S. sales of confectionery by manufacturing establishments except in table 2. Estimates are included for establishments whose reports were not received in time for tabulation. A more complete description of the survey appears on pages 5 and 6.

Table 1. Summary of Manufacturers' Net  
Sales of Confectionery 1970 to 1972

(Millions of dollars)

Month and year	Total (seasonally adjusted)	Total (unadjusted)
1972		
April.....	149	132
March.....	152	163
February.....	150	168
January.....	166	167
1971		
December.....	159	157
November.....	163	195
October.....	167	204
September.....	160	215
August.....	176	160
July.....	169	115
June.....	171	139
May.....	174	135
April.....	170	157
March.....	166	176
February.....	167	178
January.....	167	171
1970		
December.....	164	163
November.....	153	180
October.....	160	199
September.....	164	222
August.....	163	143
July.....	160	112
June.....	161	129
May.....	155	122
April.....	139	128

Note: Data include from 15-25 percent estimation for nonresponse and for small establishments excluded from the panel.

TABLE 2.--POUNOAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY

SIC CODE	TYPE OF PRODUCT	APRIL 1972		MARCH 1972	
		QUANTITY THOUSAND POUNDS	VALUE THOUSAND DOLLARS	QUANTITY THOUSAND POUNDS	VALUE THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS. . . . .	171 716	89 632	199 631	104 519
	PACKAGE GOODS MADE TO RETAIL AT:				
2071324	\$1.00 OR MORE PER POUND . . . . .	6 203	6 924	7 653	8 624
2071351	\$0.50 TO \$0.99 PER POUND . . . . .	26 864	14 237	29 670	16 297
2071371	LESS THAN \$0.50 PER POUND . . . . .	30 011	7 940	35 415	9 666
2070114	BAR GOODS. . . . .	70 987	43 098	82 986	49 500
2071201	5 CENT AND 10 CENT SPECIALTIES . . . . .	18 618	10 958	22 863	13 370
2070121	BULK GOODS, INCLUDING PENNY GOODS. . . . .	19 033	6 475	21 044	7 062

Table 3.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS, BY KIND OF BUSINESS AND GEOGRAPHIC AREA<sup>1</sup>

Item	April 1972 sales (\$1,000)	March 1972 sales (\$1,000)	February 1972 sales (\$1,000)	January 1972 sales (\$1,000)
Estimated total sales of manufacturer-wholesalers and chocolate manufacturers by geographic area, United States total	126,439	151,006	161,237	158,160
New England.....	6,369	8,893	8,728	9,323
Middle Atlantic.....	48,841	57,614	60,898	61,042
New York and New Jersey.....	21,391	24,626	23,843	20,663
Pennsylvania.....	27,450	32,988	37,055	40,379
East North Central.....	43,723	52,256	58,828	50,678
Illinois.....	38,663	45,640	51,964	44,190
Ohio and Indiana.....	3,369	4,893	4,912	4,055
Michigan and Wisconsin.....	1,691	1,723	1,952	2,433
West North Central.....	4,774	5,761	6,709	6,687
Minnesota, Kansas, S. Dakota and Nebraska.....	3,147	3,965	5,039	5,140
Iowa and Missouri.....	1,627	1,796	1,670	1,547
South Atlantic.....	8,347	9,031	8,153	8,298
Maryland, District of Columbia, Virginia, South Carolina.....	4,048	4,593	4,862	5,377
Georgia and Florida.....	4,299	4,438	3,291	2,921
East South Central (Kentucky, Tennessee, Alabama, and Mississippi)....	1,301	1,395	1,219	1,717
West South Central (Arkansas, Louisiana, Oklahoma, and Texas).....	3,342	4,479	5,111	7,687
Mountain (Arizona, Colorado, Idaho, New Mexico, and Utah).....	1,315	1,479	1,749	2,593
Pacific.....	8,427	10,098	9,842	10,135
California.....	7,874	9,364	8,995	8,935
Washington and Oregon.....	553	734	847	1,200

<sup>1</sup>Geographic data presented for January-April include estimates for several large producers who are unable to report sales data separately by individual states. Since this condition continues to exist, these data will be published on a quarterly basis only.

Table 4.--EXPORTS OF CONFECTIONERY PRODUCTS  
(Thousands of pounds)

Country to which exported	April	March	4 months through April
Confectionery, except chewing gum, not containing cocoa (0620115)			
TOTAL.....	1,181	1,443	4,827
Canada.....	231	273	790
Mexico.....	282	243	1,078
Panama.....	22	57	113
Bermuda.....	13	25	83
Bahamas.....	39	26	125
Jamaica.....	18	19	61
Netherlands Antilles.....	19	47	109
Sweden.....	-	21	21
West Germany.....	107	466	1,204
Greece.....	28	-	48
Hong Kong.....	19	14	66
Nansei Islands.....	23	45	165
Other.....	380	207	964
Confectionery containing cocoa or chocolate (0730020)			
TOTAL.....	665	615	2,434
Canada.....	185	224	601
Mexico.....	4	6	39
Bahamas.....	10	21	55
Nansei Islands.....	82	141	609
Other.....	384	223	1,130

Note: Data in this table are taken from Foreign Trade publication FT 410, U.S. Exports. The Schedule B codes are: 0620115, confectionery not containing chocolate; 0730020, confectionery containing chocolate.

Table 5.--IMPORTS OF CONFECTIONERY PRODUCTS  
(Thousands of pounds)

Country of Origin	April	March	4 months through April
<sup>1</sup> Chocolate, sweetened, except bars and blocks of 10 pounds or more (TSUSA codes 1563020 and 1563040)			
TOTAL.....	1,359	1,962	11,924
Canada.....	203	1,005	4,861
Dominican Republic.....	45	180	581
United Kingdom.....	375	272	1,099
Ireland.....	160	257	1,175
Netherlands.....	73	33	657
Belgium.....	228	50	855
West Germany.....	157	79	1,433
Switzerland.....	51	19	177
Italy.....	1	24	472
Israel.....	60	-	384
Other.....	6	43	230
Candy and other confectionery, n.e.s., not containing cocoa or chocolate (TSUSA code 1571020)			
TOTAL.....	6,248	6,877	28,695
Canada.....	310	147	943
Colombia.....	227	596	1,924
Sweden.....	471	636	2,530
Finland.....	416	376	1,142
Denmark.....	511	446	1,660
United Kingdom.....	2,729	2,394	10,692
Netherlands.....	426	432	1,988
Belgium.....	210	92	797
West Germany.....	37	68	200
Austria.....	72	114	538
Poland.....	121	163	501
Spain.....	110	86	409
Italy.....	213	371	1,592
Other.....	395	956	3,779
Candy and other confectionery, n.e.s., containing cocoa or chocolate (TSUSA code 1571040)			
TOTAL.....	1,436	1,897	10,235
Canada.....	588	641	2,768
United Kingdom.....	351	687	3,376
West Germany.....	9	150	1,106
Switzerland.....	66	79	329
Italy.....	12	54	256
Other.....	410	286	2,400

n.e.s. Not elsewhere specified. - Represents zero.

<sup>1</sup>Data in this import classification are incorrect as published prior to this publication. Please note the change in the TSUSA coding for this import commodity. Import data collected under 1563000 (chocolate, sweetened, except bars and blocks of 10 pounds or more) is now collected under 1563020 (Chocolate, sweetened, n.e.s. and edible as candy or confection) and 1563040 (Chocolate, sweetened in any other form). The description for the combined data reported under these two codes remains unchanged.

## DESCRIPTION OF SURVEY

The statistics in this publication were collected on census Form M20C.1, "Monthly Confectionery Survey by Type of Confectionery," and census Form M20C.2, "Monthly Confectionery Survey" from a sample of approximately 330 confectionery manufacturing establishments which account for approximately 90 percent of the total U.S. manufacturers' sales of confectionery products. The proportion estimated for the establishments which are not on the reporting panel varies by State and is based on their sales as reported in the 1967 Census of Manufactures.

The statistics presented in table 1 represent industry total sales figures which are based on the combined monthly sales totals reported by the panel and which include estimates.

Approximately 250 of the respondents are mailed Form M20C.2 on which the total monthly sales figures is the only item reported. The remaining establishments on the panel, which form a group of about 80 of the large manufacturer-wholesaler and chocolate-manufacturing concerns, report on Form M20C.1 on which detail by type of confectionery is requested in addition to the total sales figure. Aggregate figures for this group are presented in table 2. Comparison of table with the second column of table 1 shows that the respondents of Form M20C.1 account for 55 to 60 percent of the total estimated sales.

The current month's figures include estimates for respondents in the reporting panel whose reports were not received in time for tabulation as well as for small respondents excluded from the panel. Missing figures for companies in the reporting panel are imputed from the month-to-month movements shown by reporting firms. The overall imputation rate is generally limited to 25 percent, including about 10 percent for small respondents excluded from the monthly panel. Individual items with higher imputation rates are footnoted.

The imputation rate is not an explicit indicator of the potential error in published figures due to nonresponse, both because the actual monthly movements for nonrespondents may or may not closely agree with the imputed movements, and because the estimates for nonpanel cases may not reflect their current activity. The probable range of difference between the actual and imputed figures is unknown. The degree of uncertainty regarding the accuracy of the data, however, increases as the percentage of imputation increases. Figures with imputation rates above

25 percent, particularly, should be used with caution.

Statistics for previous months may be revised, due to receipt of corrected data from respondents, including late reports for which estimates were made, and other corrections. Figures which were revised significantly are indicated by footnotes.

## REPORTING PERIOD ADJUSTMENT

Beginning January 1971 the data were adjusted for number of working days in the reporting period to compensate for differences in individual company reporting patterns (i.e. calendar month, 4-week, 5-week periods). Based on a study of large confectionery manufacturers, it has been determined that the calendar month accounting system prevails in the industry. Hence, adjustments have been made to those reporting on other than a calendar month basis.

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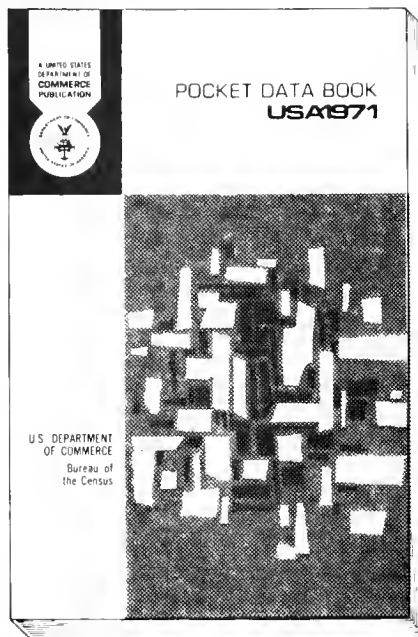
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## CURRENT INDUSTRIAL REPORTS

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M20C(72)-5Confectionery, Including  
Chocolate Products

May 1972



U. S. DEPARTMENT OF COMMERCE • Social and Economic Statistics Administration • BUREAU OF THE CENSUS

JULY 1972

SERIES: M20C(72)-5

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September.....	160	215
August.....	176	160
July.....	169	115
June.....	171	139
May.....	174	135
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March.....	166	176
February.....	167	178
January.....	167	171
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December.....	164	163
November.....	153	180
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Note: Data include from 15-25 percent estimation for nonresponse and for small establishments excluded from the panel.

TABLE 2.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS,  
BY KIND OF BUSINESS AND GEOGRAPHIC AREA

ITEM	MAY 1972	APRIL 1972
	SALES (\$1,000)	SALES (\$1,000)
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA:		
UNITED STATES TOTAL . . . . .	126 477	121 942
NEW ENGLAND . . . . .	6 226	<sup>r</sup> 5 746
MIDDLE ATLANTIC . . . . .	45 274	<sup>r</sup> 45 259
NEW YORK AND NEW JERSEY . . . . .	20 561	21 280
PENNSYLVANIA . . . . .	24 713	<sup>r</sup> 23 979
EAST NORTH CENTRAL . . . . .	49 828	43 778
ILLINOIS . . . . .	44 776	38 673
OHIO AND INDIANA . . . . .	3 835	3 356
MICHIGAN AND WISCONSIN . . . . .	1 217	1 749
WEST NORTH CENTRAL . . . . .	4 236	4 774
MINNESOTA, KANSAS, S. DAKOTA & NEBRASKA . . . . .	2 520	3 147
IOWA AND MISSOURI . . . . .	1 716	1 627
SOUTH ATLANTIC . . . . .	7 525	8 074
MARYLAND, DISTRICT OF COLUMBIA, VIRGINIA, WEST VIRGINIA, NORTH CAROLINA, AND SOUTH CAROLINA . . . . .	3 403	4 053
GEORGIA AND FLORIDA . . . . .	4 122	<sup>r</sup> 4 021
EAST SOUTH CENTRAL (KENTUCKY, TENNESSEE, ALABAMA, AND MISSISSIPPI) . . . . .	1 197	1 332
WEST SOUTH CENTRAL (ARKANSAS, LOUISIANA, OKLAHOMA, AND TEXAS) . . . . .	3 502	3 342
MOUNTAIN (ARIZONA, COLORADO, IDAHO, NEW MEXICO, AND UTAH) . . . . .	1 177	1 354
PACIFIC . . . . .	7 512	8 283
CALIFORNIA . . . . .	7 121	7 730
WASHINGTON AND OREGON . . . . .	391	553

<sup>r</sup>REVISED BY 5 PERCENT OR MORE FROM PREVIOUSLY PUBLISHED FIGURES.TABLE 3.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURES,  
BY TYPE OF CONFECTIONERY

SIC CODE	TYPE OF PRODUCT	MAY 1972		APRIL 1972	
		QUANTITY THOUSAND POUNDS	VALUE THOUSAND DOLLARS	QUANTITY THOUSAND POUNDS	VALUE THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS. . . . .	184 416	90 404	165 868	85 860
	PACKAGE GOODS MADE TO RETAIL AT:				
2071324	\$1.00 OR MORE PER POUND . . . . .	4 430	4 769	6 078	6 918
2071351	\$0.50 TO \$0.99 PER POUND . . . . .	29 522	16 547	25 867	13 925
2071371	LESS THAN \$0.50 PER POUND . . . . .	35 992	9 114	29 999	7 936
2070114	BAR GOODS . . . . .	68 163	38 919	<sup>r</sup> 66 548	<sup>r</sup> 39 788
2071201	5 CENT AND 10 CENT SPECIALTIES . . . . .	22 980	13 339	18 614	10 956
2070121	BULK GOODS, INCLUDING PENNY GOODS . . . . .	23 329	7 716	18 762	6 337

<sup>r</sup>REVISED BY 5 PERCENT OR MORE FROM PREVIOUSLY PUBLISHED DATA.

Table 4.-- EXPORTS OF CONFECTIONERY PRODUCTS

(Thousands of pounds)

Country to which exported	May	April	5 months through May
Confectionery, except chewing gum, not containing cocoa (0620115)			
Total.....	989	1,181	5,816
Canada.....	256	231	1,046
Mexico.....	241	282	1,319
Panama.....	9	22	122
Bermuda.....	26	13	109
Bahamas.....	23	39	148
Jamaica.....	17	18	78
Netherlands Antilles.....	17	19	126
Sweden.....	15	-	36
West Germany.....	191	107	1,395
Greece.....	2	28	50
Hong Kong.....	8	19	74
Nansei Islands.....	17	23	182
Other.....	167	380	1,131
Confectionery containing cocoa or chocolate (0730020)			
Total.....	663	665	3,097
Canada.....	322	185	923
Mexico.....	3	4	42
Bahamas.....	9	10	64
Nansei Islands.....	16	82	625
Other.....	313	384	1,443

Note: Data in this table are taken from Foreign Trade publication FT 410, U.S. Exports. The Schedule B codes are: 0620115, confectionery not containing chocolate; 0730020, confectionery containing chocolate.

Table 5.--IMPORTS OF CONFECTIONERY PRODUCTS

(Thousands of pounds)

Country of Origin	May	April	5 months through May
<sup>1</sup> Chocolate, sweetened, except bars and blocks of 10 pounds or more (TSUSA codes 1563020 and 1563040)			
TOTAL.....	2,124	1,359	14,048
Canada.....	-	203	4,861
Dominican Republic.....	111	45	692
United Kingdom.....	752	375	1,851
Ireland.....	280	160	1,455
Netherlands.....	86	73	743
Belgium.....	354	228	1,209
West Germany.....	234	157	1,667
Switzerland.....	14	51	191
Italy.....	66	1	538
Israel.....	5	60	389
Other.....	222	6	452
Candy and other confectionery, n.e.s., not containing cocoa or chocolate (TSUSA code 1571020)			
TOTAL.....	7,249	6,248	35,944
Canada.....	305	310	1,248
Columbia.....	536	227	2,460
Sweden.....	580	471	3,110
Finland.....	118	416	1,260
Denmark.....	415	511	2,075
United Kingdom.....	2,751	2,729	13,443
Netherlands.....	716	426	2,704
Belgium.....	259	210	1,056
West Germany.....	72	37	272
Austria.....	130	72	668
Poland.....	149	121	650
Spain.....	147	110	556
Italy.....	324	213	1,916
Other.....	747	395	4,526
Candy and other confectionery, n.e.s., containing cocoa or chocolate (TSUSA code 1571040)			
TOTAL.....	2,042	1,436	12,277
Canada.....	-	558	2,768
United Kingdom.....	1,118	351	4,494
West Germany.....	74	9	1,180
Switzerland.....	69	66	398
Italy.....	7	12	263
Other.....	774	410	3,174

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<sup>1</sup>Data in this import classification are incorrect as published prior to this publication. Please note the change in the TSUSA coding for this import commodity. Import data collected under 1563000 (chocolate, sweetened, except bars and blocks of 10 pounds or more) is now collected under 1563020 (Chocolate, sweetened, n.e.s. and edible as candy or confection) and 1563040 (Chocolate, sweetened in any other form). The description for the combined data reported under these two codes remains unchanged.

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Manufacturer-retailers - Confectionery manufacturing establishments which sell primarily through their own retail outlets. Establishments which have only one retail outlet are not classified in manufacturing.

Sales--Manufacturer-wholesaler and chocolate-manufacturer sales represent f.o.b. plant value and exclude resales of goods purchased from other manufacturers or received from other plants of the reporting company.

Sales of manufacturer-retailers represent the value of goods transferred to retail outlets; they are approximately the commercial wholesale sales value and not the retail price to the consumer.

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# The Methods and Materials of Demography

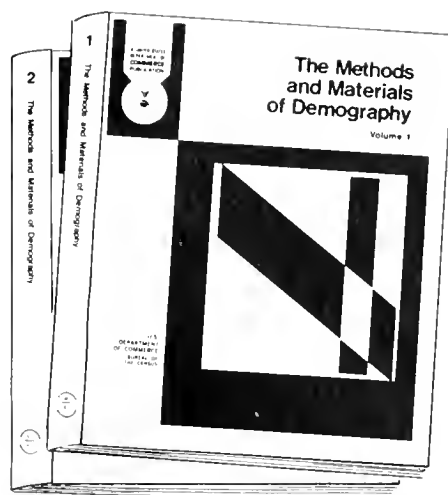
These two volumes offer a systematic and comprehensive exposition, with illustrations, of the methods currently used by technicians and research workers in dealing with demographic data. They are intended to serve both as texts for courses in demographic methods and as references for professional workers who use population data. The publications deal with the sources, limitations, underlying definitions, and bases of classification of demographic data, as well as with techniques and methods that have been developed for summarizing and analyzing them.

Topics covered include formal demography and the study of many social and economic characteristics of the population.

The derivation of the demographic measures described is usually illustrated in step-by-step examples using actual statistics, drawn from a wide range of geographic areas, both in the United States and abroad. Considerable emphasis is placed on the kinds of data available for statistically underdeveloped areas, as well as on the special methods applicable to these areas.

At the same time, the materials of the United States are covered in great detail, especially with respect to sources, definitions, and historical developments. Plans for the enumeration, processing, and tabulation of the 1970 Census of the United States are included. The methodological material is presented in the simplest mathematical form and, for the most part, a knowledge of advanced mathematics is not required. The volumes benefit from the contribution of a number of specialists who participated as associate authors.

The two-volume book consists of about 26 subject chapters and three appendixes of reference tables, covering approximately 900 pages. It is printed in the large format of decennial census reports and bound in vellum.



The following is a list of some of the subjects treated and reflects the scope of the work:

- Basic sources of demographic statistics
- Collection and processing of demographic data
- Population size and distribution
- Sex and age composition
- Racial and ethnic composition
- Marital characteristics and family groups
- Educational and economic characteristics
- Mortality and the life table
- Natality
- Reproductivity
- Marriage and divorce
- International migration, internal migration, and short-distance mobility
- Population estimates and projections
- Methods of estimation for statistically underdeveloped areas.

The preparation of the book was supported in part by the Office of Population, U.S. Agency for International Development.

The principal authors are Henry S. Shryock, formerly Assistant Chief, Population Division, U.S. Bureau of the Census, and Jacob S. Siegel, Staff Assistant for Program Development, Population Division.

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# CURRENT INDUSTRIAL REPORTS

## Confectionery, Including Chocolate Products

### June 1972



U. S. DEPARTMENT OF COMMERCE • Social and Economic Statistics Administration • BUREAU OF THE CENSUS

September 1972

SERIES: M20C(72)-6

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Table 1. Summary of Manufacturers' Net  
Sales of Confectionery 1970 to 1972

(Millions of dollars)

Month and year	Total (seasonally adjusted)	Total (unadjusted)
1972		
June.....	168	136
May.....	169	r 137
April.....	150	r 133
March.....	152	163
February.....	150	168
January.....	166	167
1971		
December.....	159	157
November.....	163	195
October.....	167	204
September.....	160	215
August.....	176	160
July.....	169	115
June.....	171	139
May.....	174	r 135
April <sup>1</sup> .....	170	r 150
March <sup>1</sup> .....	166	r 164
February <sup>1</sup> .....	167	r 174
January <sup>1</sup> .....	167	r 166
1970		
December.....	164	163
November.....	153	180
October.....	160	199
September.....	164	222
August.....	163	143
July.....	160	112
June.....	161	129

Note: Data include from 15 to 25 percent estimation for nonresponse and for small establishments excluded from the panel.

<sup>r</sup>Revised.

<sup>1</sup>A comparison of reports submitted by respondents on both the monthly and annual survey panels has indicated that a number of companies have misreported. The revisions shown above have resulted from this review. The total change to the annual study for 1971 is considered to be statistically insignificant and will be included in the report for 1972.

TABLE 2.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS,  
BY KIND OF BUSINESS AND GEOGRAPHIC AREA

ITEM	JUNE 1972	MAY 1972
	SALES	SALES
	(\$1,000)	(\$1,000)
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA:		
UNITED STATES TOTAL . . . . .	132 370	131 855
NEW ENGLAND . . . . .	6 697	6 717
MIDDLE ATLANTIC . . . . .	46 212	46 708
NEW YORK AND NEW JERSEY . . . . .	23 981	20 995
PENNSYLVANIA . . . . .	22 231	25 713
EAST NORTH CENTRAL . . . . .	54 600	51 974
ILLINOIS . . . . .	49 561	46 922
OHIO AND INDIANA . . . . .	3 927	3 835
MICHIGAN AND WISCONSIN . . . . .	1 112	1 217
WEST NORTH CENTRAL . . . . .	4 203	4 234
MINNESOTA, KANSAS, S. DAKOTA & NEBRASKA . . . . .	2 405	2 520
IOWA AND MISSOURI . . . . .	1 798	1 714
SOUTH ATLANTIC . . . . .	6 861	7 517
MARYLAND, DISTRICT OF COLUMBIA, VIRGINIA, WEST VIRGINIA, NORTH CAROLINA, AND SOUTH CAROLINA . . . . .	2 944	3 402
GEORGIA AND FLORIDA . . . . .	3 917	4 115
EAST SOUTH CENTRAL (KENTUCKY, TENNESSEE, ALABAMA, AND MISSISSIPPI) . . . . .	1 086	1 197
WEST SOUTH CENTRAL (ARKANSAS, LOUISIANA, OKLAHOMA, AND TEXAS) . . . . .	3 207	3 502
MOUNTAIN (ARIZONA, COLORADO, IDAHO, NEW MEXICO, AND UTAH) . . . . .	1 005	1 197
PACIFIC . . . . .	8 499	8 809
CALIFORNIA . . . . .	8 139	8 418
WASHINGTON AND OREGON . . . . .	360	391

† REVISED BY 5 PERCENT OR MORE FROM PREVIOUSLY PUBLISHED  
FIGURES.

TABLE 3.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURES,  
BY TYPE OF CONFECTIONERY

SIC CODE	TYPE OF PRODUCT	JUNE 1972		MAY 1972	
		QUANTITY	VALUE	QUANTITY	VALUE
		- THOUSAND POUNDS	- THOUSAND DOLLARS	- THOUSAND POUNDS	- THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS. . . . .	189 800	92 463	183 243	89 892
	PACKAGE GOODS MADE TO RETAIL AT:				
2071324	\$1.00 OR MORE PER POUND . . . . .	3 087	3 106	4 167	4 457
2071351	\$0.50 TO \$0.99 PER POUND . . . . .	32 498	18 242	29 520	16 562
2071371	LESS THAN \$0.50 PER POUND . . . . .	37 427	9 674	35 472	8 987
2070114	BAR GOODS . . . . .	68 235	38 614	68 078	38 921
2071201	5 CENT AND 10 CENT SPECIALTIES . . . . .	25 566	15 106	22 992	13 344
2070121	BULK GOODS, INCLUDING PENNY GOODS . . . . .	22 987	7 721	23 014	7 621

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Table 4.--EXPORTS OF CONFECTIONERY PRODUCTS

Country to which exported	June		May		6 months through June	
	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)
Confectionery, except chewing gum, not containing cocoa (0620115)						
Total.....	777	329	989	332	6,593	2,284
Canada.....	245	100	256	100	1,291	469
Mexico.....	244	73	241	54	1,563	396
Panama.....	2	2	9	3	124	70
Bermuda.....	21	11	26	16	130	72
Bahamas.....	19	11	23	9	167	77
Jamaica.....	24	9	17	8	102	47
Netherlands Antilles.....	21	8	17	8	147	68
Sweden.....	8	2	15	3	44	8
West Germany.....	3	1	191	42	1,398	254
Greece.....	-	-	2	1	50	25
Hong Kong.....	3	1	8	4	77	37
Nansei Islands.....	-	-	17	8	182	92
Other.....	187	111	167	76	1,318	669
Confectionery containing cocoa or chocolate (0730020)						
Total.....	641	359	663	300	3,738	2,116
Canada.....	347	171	322	135	1,270	581
Mexico.....	8	4	3	2	50	23
Bahamas.....	8	4	9	3	72	44
Nansei Islands.....	-	-	16	10	625	401
Other.....	278	180	313	150	1,721	1,067

Note: Data in this table are taken from Foreign Trade publication FT 410, U.S. Exports. The Schedule B codes are: 0620115, confectionery not containing chocolate; 0730020, confectionery containing chocolate.

Table 5.--IMPORTS OF CONFECTIONERY PRODUCTS

Country of origin	June		May		6 months through June	
	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)
<sup>1</sup> Chocolate, sweetened, except bars and blocks of 10 pounds or more (TSUSA codes 1563020 and 1563040)						
TOTAL.....	1,820	689	2,289	858	16,033	6,577
Canada.....	445	154	165	56	5,471	2,089
Dominican Republic.....	150	21	111	16	842	125
United Kingdom.....	119	58	752	277	1,970	815
Ireland.....	580	141	280	58	2,035	468
Netherlands.....	77	61	86	66	820	534
Belgium.....	233	94	354	140	1,442	563
West Germany.....	62	29	234	121	1,729	782
Switzerland.....	54	47	14	12	245	255
Italy.....	79	68	66	62	617	583
Israel.....	19	14	5	4	408	213
Other.....	2	2	222	46	454	150
Candy and other confectionery, n.e.s., not containing cocoa or chocolate (TSUSA code 1571020)						
TOTAL.....	6,494	2,222	7,249	2,201	42,438	13,732
Canada.....	522	139	305	79	1,770	514
Columbia.....	380	67	536	89	2,840	490
Sweden.....	495	145	580	169	3,605	994
Finland.....	263	73	118	29	1,523	435
Denmark.....	284	86	415	123	2,359	699
United Kingdom.....	2,379	675	2,751	848	15,822	4,791
Netherlands.....	477	154	716	207	3,181	948
Belgium.....	132	62	259	103	1,354	637
West Germany.....	29	15	72	33	301	149
Austria.....	119	52	130	55	787	349
Poland.....	159	37	149	35	809	165
Spain.....	82	19	147	31	638	157
Italy.....	668	528	324	157	2,584	1,684
Other.....	505	170	747	243	4,865	1,720
Candy and other confectionery, n.e.s., containing cocoa or chocolate (TSUSA code 1571040)						
TOTAL.....	1,100	547	2,042	1,031	13,377	6,836
Canada.....	96	47	-	-	2,864	1,601
United Kingdom.....	538	259	1,118	582	5,032	2,423
West Germany.....	21	17	74	42	1,201	632
Switzerland.....	92	77	69	55	490	405
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Other.....	351	145	774	349	3,525	1,491

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# CURRENT INDUSTRIAL REPORTS

## Confectionery, Including Chocolate Products

### July 1972



U. S. DEPARTMENT OF COMMERCE • Social and Economic Statistics Administration • BUREAU OF THE CENSUS

October 1972

SERIES: M20C(72)-7

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Sales of Confectionery 1970 to 1972

(Millions of dollars)

Month and year	Total (seasonally adjusted)	Total (unadjusted)
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July.....	164	109
June.....	165	134
May.....	169	137
April.....	150	133
March.....	152	163
February.....	150	168
January.....	166	167
1971		
December.....	159	157
November.....	163	195
October.....	167	204
September.....	160	215
August.....	176	160
July.....	169	115
June.....	171	139
May.....	174	135
April <sup>1</sup> .....	170	150
March <sup>1</sup> .....	166	164
February <sup>1</sup> .....	167	174
January <sup>1</sup> .....	167	166
1970		
December.....	164	163
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TABLE 2.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS,  
BY KIND OF BUSINESS AND GEOGRAPHIC AREA

ITEM	JULY 1972	JUNE 1972
	SALES (\$1,000)	SALES (\$1,000)
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA:		
UNITED STATES TOTAL . . . . .	105 797	129 904
NEW ENGLAND . . . . .	5 586	6 697
MIDDLE ATLANTIC . . . . .	39 841	45 952
NEW YORK AND NEW JERSEY . . . . .	16 910	23 568
PENNSYLVANIA . . . . .	22 931	22 384
EAST NORTH CENTRAL . . . . .	40 667	52 534
ILLINOIS . . . . .	36 215	47 521
OHIO AND INDIANA . . . . .	3 230	3 885
MICHIGAN AND WISCONSIN . . . . .	1 222	1 128
WEST NORTH CENTRAL . . . . .	2 927	4 203
MINNESOTA, KANSAS, S. DAKOTA & NEBRASKA . . . . .	1 350	2 405
IOWA AND MISSOURI . . . . .	1 577	1 798
SOUTH ATLANTIC . . . . .	5 587	6 868
MARYLAND, DISTRICT OF COLUMBIA, VIRGINIA, WEST VIRGINIA, NORTH CAROLINA, AND SOUTH CAROLINA . . . . .	1 932	2 951
GEORGIA AND FLORIDA . . . . .	3 655	3 917
EAST SOUTH CENTRAL (KENTUCKY, TENNESSEE, ALABAMA, AND MISSISSIPPI) . . . . .	1 082	1 133
WEST SOUTH CENTRAL (ARKANSAS, LOUISIANA, OKLAHOMA, AND TEXAS) . . . . .	2 588	3 155
MOUNTAIN (ARIZONA, COLORADO, IDAHO, NEW MEXICO, AND UTAH) . . . . .	522	929
PACIFIC . . . . .	6 997	8 433
CALIFORNIA . . . . .	6 709	8 083
WASHINGTON AND OREGON . . . . .	288	350

TABLE 3.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS,  
BY TYPE OF CONFECTIONERY

SIC CODE	TYPE OF PRODUCT	JULY 1972		JUNE 1972	
		QUANTITY THOUSAND POUNDS	VALUE THOUSAND DOLLARS	QUANTITY THOUSAND POUNDS	VALUE THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS. . . . .	148 290	71 848	188 159	90 968
	PACKAGE GOODS MADE TO RETAIL AT:				
2071324	\$1.00 OR MORE PER POUND . . . . .	2 077	2 078	3 113	3 139
2071351	\$0.50 TO \$0.99 PER POUND . . . . .	24 137	12 966	31 040	16 582
2071371	LESS THAN \$0.50 PER POUND . . . . .	31 866	8 508	37 257	9 669
2070114	BAR GOODS . . . . .	52 578	31 188	68 649	38 784
2071201	5 CENT AND 10 CENT SPECIALTIES . . . . .	17 924	10 103	25 729	15 167
2070121	BULK GOODS, INCLUDING PENNY GOODS . . . . .	19 708	7 005	22 371	7 627

<sup>r</sup> Revised by 5 percent or more from previously published figures.

Table 4.--EXPORTS OF CONFECTIONERY PRODUCTS

Country to which exported	July		June		6 months through July	
	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)
Confectionery, except chewing gum, not containing cocoa (0620115)						
Total.....	688	271	777	329	7,281	2,555
Canada.....	154	57	245	100	1,445	526
Mexico.....	173	50	244	73	1,736	446
Panama.....	15	9	2	2	139	79
Bermuda.....	6	5	21	11	136	77
Bahamas.....	28	16	19	11	195	93
Jamaica.....	7	5	24	9	109	52
Netherlands Antilles.....	44	18	21	8	191	86
Sweden.....	30	5	8	2	74	13
West Germany.....	-	-	3	-	1,398	254
Greece.....	22	11	-	-	72	36
Hong Kong.....	1	1	3	1	78	38
Nansei Islands.....	-	-	-	-	182	92
Other.....	208	94	187	111	1,526	763
Confectionery containing cocoa or chocolate (0730020)						
Total.....	515	312	641	359	4,253	2,428
Canada.....	133	62	347	171	1,403	643
Mexico.....	5	3	8	4	55	26
Bahamas.....	6	3	8	4	78	47
Nansei Islands.....	-	-	-	-	625	401
Other.....	371	244	278	180	2,092	1,311

Note: Data in this table are taken from Foreign Trade publication FT 410, U.S. Exports. The Schedule B codes are: 0620115, confectionery not containing chocolate; 0730020, confectionery containing chocolate.

Table 5.--IMPORTS OF CONFECTIONERY PRODUCTS

Country of Origin	July		June		6 months through July	
	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)
<sup>1</sup> Chocolate, sweetened, except bars and blocks of 10 pounds or more (TSUSA codes 1563020 and 1563040)						
TOTAL.....	2,487	811	1,820	689	18,520	7,388
Canada.....	458	157	445	154	5,929	2,246
Dominican Republic.....	189	26	150	21	1,031	151
United Kingdom.....	156	63	119	58	2,126	878
Ireland.....	1,160	259	580	141	3,195	727
Netherlands.....	68	86	77	61	888	620
Belgium.....	336	137	233	94	1,778	700
West Germany.....	3	5	62	29	1,732	787
Switzerland.....	70	58	54	47	315	313
Italy.....	-	-	79	68	617	583
Israel.....	4	4	19	14	412	217
Other.....	43	16	2	2	497	166
Candy and other confectionery, n.e.s.. not containing cocoa or chocolate (TSUSA code 1571020)						
TOTAL.....	7,493	2,339	6,494	2,222	49,931	16,071
Canada.....	438	114	522	139	2,208	628
Columbia.....	467	80	380	67	3,307	570
Sweden.....	651	195	495	145	4,256	1,189
Finland.....	516	59	263	73	2,039	494
Denmark.....	442	133	284	86	2,801	832
United Kingdom.....	2,436	764	2,379	675	18,258	5,555
Netherlands.....	391	128	477	154	3,572	1,076
Belgium.....	202	82	132	62	1,556	719
West Germany.....	83	39	29	15	384	188
Austria.....	131	48	119	52	918	397
Poland.....	200	35	159	37	1,009	200
Spain.....	89	21	82	19	727	178
Italy.....	497	302	668	528	3,081	1,986
Other.....	950	339	505	170	5,815	2,059
Candy and other confectionery, n.e.s.. containing cocoa or chocolate (TSUSA code 1571040)						
TOTAL.....	1,231	649	1,100	547	14,608	7,485
Canada.....	81	42	96	47	2,945	1,643
United Kingdom.....	818	425	538	259	5,850	2,848
West Germany.....	3	3	21	17	1,204	635
Switzerland.....	101	94	92	77	591	499
Italy.....	-	-	2	2	265	284
Other.....	228	85	351	145	3,753	1,576

n.e.s. Not elsewhere specified. - Represents zero.

<sup>1</sup>Data in this import classification are incorrect as published prior to this publication. Please note the change in the TSUSA coding for this import commodity. Import data collected under 1563000 (chocolate, sweetened, except bars and blocks of 10 pounds or more) is now collected under 1563020 (Chocolate, sweetened, n.e.s. and edible as candy or confection) and 1563040 (Chocolate, sweetened in any other form). The description for the combined data reported under these two codes remains unchanged.

## DESCRIPTION OF SURVEY

The statistics in this publication were collected on census Form M20C.1, "Monthly Confectionery Survey by Type of Confectionery," and census Form M20C.2, "Monthly Confectionery Survey" from a sample of approximately 330 confectionery manufacturing establishments which account for approximately 90 percent of the total U.S. manufacturers' sales of confectionery products. The proportion estimated for the establishments which are not on the reporting panel varies by State and is based on their sales as reported in the 1967 Census of Manufactures.

The statistics presented in table 1 represent industry total sales figures which are based on the combined monthly sales totals reported by the panel and which include estimates.

Approximately 250 of the respondents are mailed Form M20C.2 on which the total monthly sales figures is the only item reported. The remaining establishments on the panel, which form a group of about 80 of the large manufacturer-wholesaler and chocolate-manufacturing concerns, report on Form M20C.1 on which detail by type of confectionery is requested in addition to the total sales figure. Aggregate figures for this group are presented in table 2. Comparison of table with the second column of table 1 shows that the respondents of Form M20C.1 account for 55 to 60 percent of the total estimated sales.

The current month's figures include estimates for respondents in the reporting panel whose reports were not received in time for tabulation as well as for small respondents excluded from the panel. Missing figures for companies in the reporting panel are imputed from the month-to-month movements shown by reporting firms. The overall imputation rate is generally limited to 25 percent, including about 10 percent for small respondents excluded from the monthly panel. Individual items with higher imputation rates are footnoted.

The imputation rate is not an explicit indicator of the potential error in published figures due to nonresponse, both because the actual monthly movements for nonrespondents may or may not closely agree with the imputed movements, and because the estimates for nonpanel cases may not reflect their current activity. The probable range of difference between the actual and imputed figures is unknown. The degree of uncertainty regarding the accuracy of the data, however, increases as the percentage of imputation increases. Figures with imputation rates above

25 percent, particularly, should be used with caution.

Statistics for previous months may be revised, due to receipt of corrected data from respondents, including late reports for which estimates were made, and other corrections. Figures which were revised significantly are indicated by footnotes.

## REPORTING PERIOD ADJUSTMENT

Beginning January 1971 the data were adjusted for number of working days in the reporting period to compensate for differences in individual company reporting patterns (i.e. calendar month, 4-week, 5-week periods). Based on a study of large confectionery manufacturers, it has been determined that the calendar month accounting system prevails in the industry. Hence, adjustments have been made to those reporting on other than a calendar month basis.

## SEASONAL ADJUSTMENT

This report presents seasonally adjusted data in table 1. The seasonal adjustment program largely eliminates the effect normal seasonal variations (including variations due to vacations, weather, etc.) and measured over the time period for which the data were used. The resulting information thus provides a better measure than the original data of the month-to-month variations which are due to factors that are not associated with a repetitive seasonal pattern. This program is amply described in the literature on this method.

## RELATED REPORTS

An annual Current Industrial Report which includes only summary data is published in this series. This report consists partly of totals from the monthly reports and partly of data obtained as the result of a joint survey by the Bureau of the Census and Bureau of Domestic Commerce. In this joint undertaking, various statistics on confectionery are collected on census form MA-20D. The results of the survey are published in detail in a report entitled, "Confectionery Manufacturers, Sales and Distribution" published by the Bureau of Domestic Commerce.

## EXPLANATION OF TERMS

Manufacturer - wholesalers--Confectionery manufacturing establishments which sell primarily to wholesalers or retailers. This category includes chocolate manufacturers.

Manufacturer-retailers--Confectionery manufacturing establishments which sell primarily through their own retail outlets. Establishments which have only one retail outlet are not classified in manufacturing.

Sales--Manufacturer-wholesaler and chocolate-manufacturer sales represent f.o.b. plant value and exclude resales of goods purchased from other manufacturers or received from other plants of the reporting company.

Sales of manufacturer-retailers represent the value of goods transferred to retail outlets; they are approximately the commercial wholesale sales value and not the retail price to the consumer.

Products--In this survey, data are collected only for consumer type confectionery goods. Such data exclude cough drops, medicated candy, chewing gum, roasted peanuts, unsweetened popcorn, and fountain syrup.

Bar goods--Bar goods includes plain, coated and molded bars with or without nuts which are wrapped with not more than two pieces to the individual consumer-unit; the consumer-units are retailed separately or in economy packages.

Bulk goods--Bulk goods includes penny goods, hard candies, coated nuts, peanut brittle, unpackaged chocolates, etc., usually wholesaled in containers over 5 pounds and weighted out by the retailer to be sold by the pound or fraction thereof.

5-cent and 10-cent specialties--These are confectionery items of more than two pieces to the individual consumer-unit and novelty items, intended to retail at the above prices. Rolls or packets of mints, fruit drops, holiday novelties, candy toys and similar types of confections are included but cough drops and chewing gum are excluded.

Packaged goods--This includes assorted chocolate and other confections packaged in consumer-type boxes, bags, window-boxes, etc., designed to retail at \$1 or more, 50 cents to 99 cents, and less than 50 cents per pound. Miniature bars are included here as are packages of marshmallows, sugar coated popcorn, and similar packaged confections.

# UP-TO-DATE BUSINESS REPORTS



## Current Reports on Retail Trade

**\*Weekly Retail Sales**—Estimates of weekly retail sales for the United States for selected major kind-of-business groups, including figures for the comparable weeks in the previous year. Issued each Thursday.

**\*Monthly Retail Trade Report**—Estimates of monthly retail sales for the United States by major kind-of-business groups and selected individual kinds of business; separate figures shown, in more limited kind-of-business detail, for firms operating 11 or more retail stores. Summary sales data presented for geographic regions and divisions, and for 15 large States, the 20 large standard metropolitan statistical areas and the five largest cities. Also included are national estimates of end-of-month accounts receivable balances for retail stores.

**\*Annual Retail Trade Report**—Estimates of inventories held by retailers in the United States by major kind-of-business groups and selected individual kinds of business. Separate figures shown in more limited kind-of-business detail for firms operating 11 or more retail stores. Also shown are sales-inventory ratios as well as per capita sales, by kind-of-business for the United States, by major kind-

of-business groups for geographic regions, and summary figures for geographic divisions and for the larger States and standard metropolitan statistical areas.

**\*Advance Monthly Retail Sales**—Advance estimates of monthly retail sales for the United States (including data adjusted for seasonal variations and trading day differences) are compiled by major kind-of-business groups about 10 days after the month covered. Publication of this series has been temporarily suspended but unofficial estimates may be obtained from the Business Division of the Bureau of the Census.

**†Monthly Department Store Sales for Selected Areas**—Monthly dollar sales volume and the percent change in sales compared with the previous month and the same month in the previous year. Cumulative year-to-date comparisons with data for the previous year are also shown. Data are collected in about 200 standard metropolitan statistical areas, cities, and other areas.

## Selected Services Trade

**†Monthly Selected Services Receipts**—This report provides data on monthly receipts of six major kind-of-business groups of services: Hotels,

motels, tourist courts, trailer parks, and camps; personal services; business services; automotive services; miscellaneous repair services; and motion picture, amusement, and recreation services. Comparable data for the previous months and for the same month in the previous year are also shown, in addition to the percent changes. Data are shown both unadjusted and adjusted for seasonal variations and trading day differences.

## Wholesale Trade

**\*Monthly Wholesale Trade Report**—This report includes estimated dollar sales, end-of-month inventories, and stock-sales ratios of merchant wholesalers, by kind of business for the current month, with comparisons for previous months. Dollar volume sales estimates are shown by geographic division in total and for durable and non-durable kind-of-business subtotals. Sales and inventory trends (percent changes) are shown by detailed kinds of business at the national level and for selected kinds of businesses by geographic division. Measures of sampling variability are given. United States data are shown adjusted for seasonal variations and in the case of sales, also for trading-day differences.

## Other Business Reports

**†Canned Food Report**—This report is issued on five dates—January 1, April 1, June 1, July 1, and November 1 - to show total stocks of wholesale distributors and canners, including warehouses of retail multiunit organizations, of selected canned food items (vegetables, fruits, juices, fish). In the January 1 report, separate data are shown for the No. 10 can size as well as for warehouse stocks of retail multiunit organizations.

**†Green Coffee Inventories and Roastings**—This quarterly report provides estimates of green coffee inventories held by roasters, importers, and dealers, the quantity of green coffee roasted, and \*the amount roasted for soluble use, by quarters, for the current and previous three years. Also included are quarterly imports of green coffee during the same period.

\*Available from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402.

†Available from the Bureau of the Census Washington, D.C. 20233

Publications Order Forms furnishing additional information of the various reports listed here are available free of charge from the Publications Distribution Section, Bureau of the Census, Washington, D.C. 20233.

**U.S. DEPARTMENT OF COMMERCE**  
**Social and Economic Statistics Administration**  
BUREAU OF THE CENSUS  
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## CURRENT INDUSTRIAL REPORTS

Confectionery, Including  
Chocolate Products

August 1972



U. S. DEPARTMENT OF COMMERCE • Social and Economic Statistics Administration • BUREAU OF THE CENSUS

October 1972

SERIES: M20C(72)-8

The statistics in this publication are based on a survey of manufacturers and represent the entire U.S. sales of confectionery by manufacturing establishments except in table 2. Estimates are included for establishments whose reports were not received in time for tabulation. A more complete description of the survey appears on pages 5 and 6.

Table 1. Summary of Manufacturers' Net  
Sales of Confectionery 1970 to 1972

(Millions of dollars)

Month and year	Total (seasonally adjusted)	Total (unadjusted)
1972		
August.....	189	176
July.....	166	110
June.....	165	134
May.....	169	137
April.....	150	133
March.....	152	163
February.....	150	168
January.....	166	167
1971		
December.....	159	157
November.....	163	195
October.....	167	204
September.....	160	215
August.....	176	160
July.....	169	115
June.....	171	139
May.....	174	135
April <sup>1</sup> .....	170	150
March <sup>1</sup> .....	166	164
February <sup>1</sup> .....	167	174
January <sup>1</sup> .....	167	166
1970		
December.....	164	163
November.....	153	180
October.....	160	199
September.....	164	222
August.....	163	143

Note: Data include from 15 to 25 percent estimation for nonresponse and for small establishments excluded from the panel.

<sup>1</sup>Revised.

<sup>1</sup>A comparison of reports submitted by respondents on both the monthly and annual survey panels has indicated that a number of companies have misreported. The revisions shown above have resulted from this review. The total change to the annual study for 1971 is considered to be statistically insignificant and will be included in the report for 1972.

TABLE 2.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS,  
BY KIND OF BUSINESS AND GEOGRAPHIC AREA<sup>1</sup>

ITEM	AUGUST 1972	JULY 1972
	SALES (\$1,000)	SALES (\$1,000)
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA:		
UNITED STATES TOTAL . . . . .	172 418	106 976
NEW ENGLAND . . . . .	7 770	4 322
MIDDLE ATLANTIC . . . . .	70 784	47 823
NEW YORK AND NEW JERSEY . . . . .	27 587	16 850
PENNSYLVANIA . . . . .	52 197	30 973
EAST NORTH CENTRAL . . . . .	55 963	35 086
ILLINOIS . . . . .	49 298	30 633
OHIO AND INDIANA . . . . .	4 610	3 231
MICHIGAN AND WISCONSIN . . . . .	2 055	1 222
WEST NORTH CENTRAL . . . . .	4 296	2 927
MINNESOTA, KANSAS, S. DAKOTA & NEBRASKA . . . . .	1 386	1 193
IOWA AND MISSOURI . . . . .	2 910	1 734
SOUTH ATLANTIC . . . . .	8 282	5 495
MARYLAND, DISTRICT OF COLUMBIA, VIRGINIA, WEST VIRGINIA, NORTH CAROLINA, AND SOUTH CAROLINA . . . . .	3 587	1 934
GEORGIA AND FLORIDA . . . . .	4 695	3 561
EAST SOUTH CENTRAL (KENTUCKY, TENNESSEE, ALABAMA, AND MISSISSIPPI) . . . . .	1 325	1 082
WEST SOUTH CENTRAL (ARKANSAS, LOUISIANA, OKLAHOMA, AND TEXAS) . . . . .	3 382	2 588
MOUNTAIN (ARIZONA, COLORADO, IDAHO, NEW MEXICO, AND UTAH) . . . . .	1 077	501
PACIFIC . . . . .	10 530	7 152
CALIFORNIA . . . . .	10 077	6 864
WASHINGTON AND OREGON . . . . .	462	288

<sup>1</sup>Excludes manufacturer-retailers.TABLE 3.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS,  
BY TYPE OF CONFECTIONERY<sup>1</sup>

SIC CODE	TYPE OF PRODUCT	AUGUST 1972		JULY 1972	
		QUANTITY - THOUSAND POUNDS	VALUE - THOUSAND DOLLARS	QUANTITY - THOUSAND POUNDS	VALUE - THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS . . . . .	239 100	123 659	152 124	73 908
	PACKAGE GOODS MADE TO RETAIL AT:				
2071324	\$1.00 OR MORE PER POUND . . . . .	4 957	4 624	2 018	1 914
2071351	\$0.50 TO \$0.99 PER POUND . . . . .	55 499	29 809	24 886	13 429
2071371	LESS THAN \$0.50 PER POUND . . . . .	40 549	11 135	32 205	8 632
2070114	BAR GOODS . . . . .	84 214	52 492	55 362	32 700
2071201	5 CENT AND 10 CENT SPECIALTIES . . . . .	25 100	15 522	18 193	10 392
2070121	BULK GOODS, INCLUDING PENNY GOODS . . . . .	26 781	10 217	19 460	8 841

<sup>1</sup>Excludes manufacturer-retailers.

Table 4.--EXPORTS OF CONFECTIONERY PRODUCTS

Country to which exported	August		July		8 months through August	
	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)
Confectionery, except chewing gum, not containing cocoa (0620115)						
Total.....	648	280	688	271	7,929	2,835
Canada.....	151	75	154	57	1,596	601
Mexico.....	170	43	173	50	1,906	489
Panama.....	2	1	15	9	141	80
Bermuda.....	8	4	6	5	144	81
Bahamas.....	25	14	28	16	220	107
Jamaica.....	6	4	7	5	115	56
Netherlands Antilles.....	29	14	44	18	220	100
Sweden.....	9	3	30	5	83	16
West Germany.....	1	1	-	-	1,399	255
Greece.....	-	-	22	11	72	36
Hong Kong.....	6	4	1	1	84	42
Nansei Islands.....	-	-	-	-	182	92
Other.....	241	117	208	94	1,767	880
Confectionery containing cocoa or chocolate (0730020)						
Total.....	1,194	596	515	312	5,447	3,024
Canada.....	848	356	133	62	2,251	999
Mexico.....	11	8	5	3	66	34
Bahamas.....	16	7	6	3	94	54
Nansei Islands.....	-	-	-	-	625	401
Other.....	319	225	371	244	2,411	1,536

Note: Data in this table are taken from Foreign Trade publication FT 410, U.S. Exports. The Schedule B codes are: 0620115, confectionery not containing chocolate; 0730020, confectionery containing chocolate.

- Represents zero.

Table 5.--IMPORTS OF CONFECTIONERY PRODUCTS

Country of origin	August		July		8 months through August	
	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)
Chocolate, sweetened, except bars and blocks of 10 pounds or more (TSUSA codes 1563020 and 1563040)						
TOTAL.....	1,215	435	2,487	811	19,735	7,823
Canada.....	70	25	458	157	5,999	2,271
Dominican Republic.....	277	39	189	26	1,308	190
United Kingdom.....	113	51	156	63	2,239	929
Ireland.....	480	107	1,160	259	3,675	834
Netherlands.....	44	43	68	86	932	663
Belgium.....	73	29	336	137	1,851	729
West Germany.....	19	7	3	5	1,751	795
Switzerland.....	90	100	70	58	405	413
Italy.....	25	21	-	-	642	604
Israel.....	20	9	4	4	432	226
Other.....	4	4	43	16	501	169
Candy and other confectionery, n.e.s., not containing cocoa or chocolate (TSUSA code 1571020)						
TOTAL.....	5,246	1,654	7,493	2,339	55,177	17,725
Canada.....	765	207	438	114	2,973	835
Columbia.....	441	78	467	80	3,748	648
Sweden.....	121	97	651	195	4,377	1,286
Finland.....	169	40	516	59	2,208	534
Denmark.....	149	59	442	133	2,950	891
United Kingdom.....	956	314	2,436	764	19,214	5,869
Netherlands.....	382	145	391	128	3,954	1,221
Belgium.....	130	58	202	52	1,686	777
West Germany.....	74	44	83	39	458	232
Austria.....	176	60	131	48	1,094	457
Poland.....	94	18	200	35	1,103	218
Spain.....	162	35	89	21	889	213
Italy.....	381	177	497	302	3,462	2,163
Other.....	1,246	322	950	339	7,061	2,381
Candy and other confectionery, n.e.s., containing cocoa or chocolate (TSUSA code 1571040)						
TOTAL.....	969	604	1,231	649	15,577	8,089
Canada.....	179	87	81	42	3,124	1,730
United Kingdom.....	250	144	818	425	6,100	2,992
West Germany.....	159	73	3	3	1,363	708
Switzerland.....	152	137	101	94	743	636
Italy.....	8	13	-	-	273	297
Other.....	221	150	228	85	3,974	1,726

n.e.s. Not elsewhere specified. - Represents zero.

## DESCRIPTION OF SURVEY

The statistics in this publication were collected on census Form M20C.1, "Monthly Confectionery Survey by Type of Confectionery," and census Form M20C.2, "Monthly Confectionery Survey" from a sample of approximately 330 confectionery manufacturing establishments which account for approximately 90 percent of the total U.S. manufacturers' sales of confectionery products. The proportion estimated for the establishments which are not on the reporting panel varies by State and is based on their sales as reported in the 1967 Census of Manufactures.

The statistics presented in table 1 represent industry total sales figures which are based on the combined monthly sales totals reported by the panel and which include estimates.

Approximately 250 of the respondents are mailed Form M20C.2 on which the total monthly sales figures is the only item reported. The remaining establishments on the panel, which form a group of about 80 of the large manufacturer-wholesaler and chocolate-manufacturing concerns, report on Form M20C.1 on which detail by type of confectionery is requested in addition to the total sales figure. Aggregate figures for this group are presented in table 2. Comparison of table with the second column of table 1 shows that the respondents of Form M20C.1 account for 55 to 60 percent of the total estimated sales.

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# The Methods and Materials of Demography

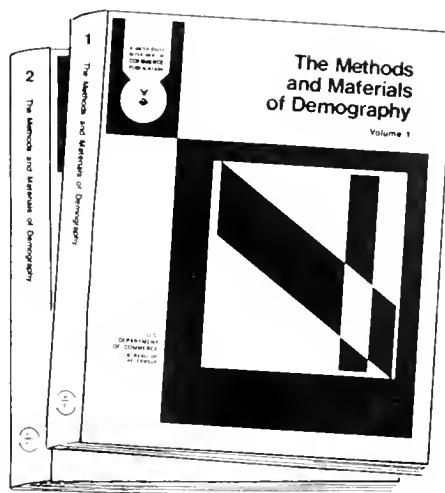
These two volumes offer a systematic and comprehensive exposition, with illustrations, of the methods currently used by technicians and research workers in dealing with demographic data. They are intended to serve both as texts for courses in demographic methods and as references for professional workers who use population data. The publications deal with the sources, limitations, underlying definitions, and bases of classification of demographic data, as well as with techniques and methods that have been developed for summarizing and analyzing them.

Topics covered include formal demography and the study of many social and economic characteristics of the population.

The derivation of the demographic measures described is usually illustrated in step-by-step examples using actual statistics, drawn from a wide range of geographic areas, both in the United States and abroad. Considerable emphasis is placed on the kinds of data available for statistically underdeveloped areas, as well as on the special methods applicable to these areas.

At the same time, the materials of the United States are covered in great detail, especially with respect to sources, definitions, and historical developments. Plans for the enumeration, processing, and tabulation of the 1970 Census of the United States are included. The methodological material is presented in the simplest mathematical form and, for the most part, a knowledge of advanced mathematics is not required. The volumes benefit from the contribution of a number of specialists who participated as associate authors.

The two-volume book consists of about 26 subject chapters and three appendixes of reference tables, covering approximately 900 pages. It is printed in the large format of decennial census reports and bound in vellum.



The following is a list of some of the subjects treated and reflects the scope of the work:

- Basic sources of demographic statistics
- Collection and processing of demographic data
- Population size and distribution
- Sex and age composition
- Racial and ethnic composition
- Marital characteristics and family groups
- Educational and economic characteristics
- Mortality and the life table
- Natality
- Reproductivity
- Marriage and divorce
- International migration, internal migration, and short-distance mobility
- Population estimates and projections
- Methods of estimation for statistically underdeveloped areas.

The preparation of the book was supported in part by the Office of Population, U.S. Agency for International Development.

The principal authors are Henry S. Shryock, formerly Assistant Chief, Population Division, U.S. Bureau of the Census, and Jacob S. Siegel, Staff Assistant for Program Development, Population Division.

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## CURRENT INDUSTRIAL REPORTS

Confectionery, Including  
Chocolate Products

September 1972



U. S. DEPARTMENT OF COMMERCE • Social and Economic Statistics Administration • BUREAU OF THE CENSUS

November 1972

SERIES: M20C(72)-9

The statistics in this publication are based on a survey of manufacturers and represent the entire U.S. sales of confectionery by manufacturing establishments except in table 2. Estimates are included for establishments whose reports were not received in time for tabulation. A more complete description of the survey appears on pages 5 and 6.

Table 1. Summary of Manufacturers' Net  
Sales of Confectionery: 1970 to 1972

(Millions of dollars)

Month and year	Total <sup>1</sup> (seasonally adjusted)	Total <sup>1</sup> (unadjusted)
1972		
September.....	173	226
August.....	190	177
July.....	166	110
June.....	165	134
May.....	169	137
April.....	150	133
March.....	152	163
February.....	150	168
January.....	166	167
1971		
December.....	159	157
November.....	163	195
October.....	167	204
September.....	160	215
August.....	176	160
July.....	169	115
June.....	171	139
May.....	174	135
April <sup>2</sup> .....	170	150
March <sup>2</sup> .....	166	164
February <sup>2</sup> .....	167	174
January <sup>2</sup> .....	167	166
1970		
December.....	164	163
November.....	153	180
October.....	160	199
September.....	164	222

Note: Data include from 15 to 25 percent estimation for nonresponse and for small establishments excluded from the panel.

<sup>1</sup>Data include manufacturer-retailers.

<sup>2</sup>A comparison of reports submitted by respondents on both the monthly and annual survey panels has indicated that a number of companies have misreported. The revisions shown above have resulted from this review. The total change to the annual study for 1971 is considered to be statistically insignificant and will be included in the report for 1972.

TABLE 2.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS,  
BY KIND OF BUSINESS AND GEOGRAPHIC AREA

ITEM	SEPTEMBER 1972	AUGUST 1972
	SALES (\$1,000)	SALES (\$1,000)
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA:		
UNITED STATES TOTAL . . . . .	220 471	172 475
NEW ENGLAND . . . . .	12 640	8 779
MIDDLE ATLANTIC . . . . .	95 898	79 801
NEW YORK AND NEW JERSEY . . . . .	33 589	27 730
PENNSYLVANIA . . . . .	62 309	52 021
EAST NORTH CENTRAL . . . . .	72 318	54 730
ILLINOIS . . . . .	62 339	48 196
OHIO AND INDIANA . . . . .	7 367	4 606
MICHIGAN AND WISCONSIN . . . . .	2 612	1 978
WEST NORTH CENTRAL . . . . .	4 809	3 653
MINNESOTA, KANSAS, S. DAKOTA & NEBRASKA . . . . .	2 626	1 772
IOWA AND MISSOURI . . . . .	2 183	1 831
SOUTH ATLANTIC . . . . .	10 153	8 462
MARYLAND, DISTRICT OF COLUMBIA, VIRGINIA, WEST VIRGINIA, NORTH CAROLINA, AND SOUTH CAROLINA . . . . .	4 398	3 592
GEORGIA AND FLORIDA . . . . .	5 755	4 870
EAST SOUTH CENTRAL (KENTUCKY, TENNESSEE, ALABAMA, AND MISSISSIPPI) . . . . .	1 995	1 244
WEST SOUTH CENTRAL (ARKANSAS, LOUISIANA, OKLAHOMA, AND TEXAS) . . . . .	5 840	3 837
MOUNTAIN (ARIZONA, COLORADO, IDAHO, NEW MEXICO, AND UTAH) . . . . .	1 583	1 077
PACIFIC . . . . .	15 235	10 792
CALIFORNIA . . . . .	14 310	10 330
WASHINGTON AND OREGON . . . . .	925	462

TABLE 3.--POUNDAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS,  
BY TYPE OF CONFECTIONERY<sup>1</sup>

SIC CODE	TYPE OF PRODUCT	SEPTEMBER 1972		AUGUST 1972	
		QUANTITY THOUSAND POUNDS	VALUE THOUSAND DOLLARS	QUANTITY THOUSAND POUNDS	VALUE THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS. . . . .	313 337	163 620	238 674	122 899
	PACKAGE GOODS MADE TO RETAIL AT:				
2071324	\$1.00 OR MORE PER POUND . . . . .	8 636	10 572	4 171	4 338
2071351	\$0.50 TO \$0.99 PER POUND . . . . .	87 403	46 976	53 693	28 333
2071371	LESS THAN \$0.50 PER POUND . . . . .	58 024	17 076	39 704	10 790
2070114	BAR GOODS. . . . .	96 756	59 553	89 520	54 857
2071201	5 CENT AND 10 CENT SPECIALTIES . . . . .	26 507	16 936	24 810	15 437
2070121	BULK GOODS, INCLUDING PENNY GOODS. . . . .	36 011	12 507	26 776	9 094

<sup>1</sup>The data in this table are obtained from a sample panel of about 80 large confectionery and chocolate manufacturers. This compares to a panel of 250 respondents reporting the same product detail on the annual survey. The monthly data are intended to reflect a trend of confectionery product sales whereas the annual provides an estimate of the absolute level of annual sales. An acceptable technique would be to prorate the monthly/annual difference among the months, thereby retaining the existing month-to-month trend.

Table 4.--EXPORTS OF CONFECTIONERY PRODUCTS

Country to which exported	September		August		9 months through September	
	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)
Confectionery, except chewing gum, not containing cocoa (0620115)						
Total.....	1,570	627	648	280	9,499	3,462
Canada.....	679	259	151	75	2,275	860
Mexico.....	277	77	170	43	2,183	566
Panama.....	43	21	2	1	184	101
Bermuda.....	34	14	8	4	178	95
Bahamas.....	24	13	25	14	244	120
Jamaica.....	22	10	6	4	137	66
Netherlands Antilles.....	26	13	29	14	246	113
Sweden.....	8	1	9	3	91	17
West Germany.....	-	-	1	1	1,399	255
Greece.....	-	-	-	-	72	36
Hong Kong.....	24	10	6	4	108	52
Nansei Islands.....	-	-	-	-	182	92
Other.....	433	209	241	117	2,200	1,089
Confectionery containing cocoa or chocolate (0730020)						
Total.....	1,904	1,056	1,194	596	7,351	4,080
Canada.....	923	418	848	356	3,174	1,417
Mexico.....	24	12	11	8	90	46
Bahamas.....	28	11	16	7	122	65
Nansei Islands.....	-	-	-	-	625	401
Other.....	929	615	319	225	3,340	2,151

Note: Data in this table are taken from Foreign Trade publication FT 410, U.S. Exports. The Schedule B codes are: 0620115, confectionery not containing chocolate; 0730020, confectionery containing chocolate.

- Represents zero.

Table 5.--IMPORTS OF CONFECTIONERY PRODUCTS

Country of origin	September		August		9 months through September	
	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)
Chocolate, sweetened, except bars and blocks of 10 pounds or more (TSUSA codes 1563020 and 1563040)						
TOTAL.....	1,630	762	1,215	435	21,365	8,585
Canada.....	207	87	70	25	6,206	2,358
Dominican Republic.....	96	13	277	39	1,404	203
United Kingdom.....	342	131	113	51	2,581	1,060
Ireland.....	280	66	480	107	3,955	900
Netherlands.....	106	85	44	43	1,038	748
Belgium.....	292	128	73	29	2,143	857
West Germany.....	58	49	19	7	1,809	844
Switzerland.....	84	66	90	100	489	479
Italy.....	55	50	25	21	697	654
Israel.....	35	30	20	9	467	256
Other.....	75	57	4	4	576	226
Candy and other confectionery, n.e.s., not containing cocoa or chocolate (TSUSA code 1571020)						
TOTAL.....	7,950	2,721	5,246	1,654	63,127	20,446
Canada.....	688	187	765	207	3,661	1,022
Columbia.....	577	98	441	78	4,325	746
Sweden.....	351	104	121	97	4,728	1,390
Finland.....	4	1	169	40	2,212	535
Denmark.....	408	146	149	59	3,358	1,037
United Kingdom.....	3,121	950	956	314	22,335	6,819
Netherlands.....	495	171	382	145	4,449	1,392
Belgium.....	202	87	130	58	1,888	864
West Germany.....	76	37	74	44	534	269
Austria.....	151	60	176	60	1,245	517
Poland.....	46	8	94	18	1,149	226
Spain.....	313	264	162	35	1,202	477
Italy.....	291	278	381	177	3,753	2,441
Other.....	1,227	330	1,246	322	8,288	2,711
Candy and other confectionery, n.e.s., containing cocoa or chocolate (TSUSA code 1571040)						
TOTAL.....	4,472	2,397	969	604	20,049	10,486
Canada.....	718	359	179	87	3,842	2,089
United Kingdom.....	1,198	590	250	144	7,298	3,582
West Germany.....	1,639	808	159	73	3,002	1,516
Switzerland.....	279	250	152	137	1,022	886
Italy.....	49	69	8	13	322	366
Other.....	589	321	221	150	4,563	2,047

n.e.s. Not elsewhere specified. - Represents zero.

## DESCRIPTION OF SURVEY

The statistics in this publication were collected on census Form M20C.1, "Monthly Confectionery Survey by Type of Confectionery," and census Form M20C.2, "Monthly Confectionery Survey" from a sample of approximately 330 confectionery manufacturing establishments which account for approximately 90 percent of the total U.S. manufacturers' sales of confectionery products. The proportion estimated for the establishments which are not on the reporting panel varies by State and is based on their sales as reported in the 1967 Census of Manufactures.

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## CURRENT INDUSTRIAL REPORTS

Confectionery, Including  
Chocolate Products

October 1972



U. S. DEPARTMENT OF COMMERCE • Social and Economic Statistics Administration • BUREAU OF THE CENSUS

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SERIES: M20C(72)-10

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BY KIND OF BUSINESS AND GEOGRAPHIC AREA

ITEM	OCTOBER 1972	SEPTEMBER 1972
	SALES	SALES
	(\$1,000)	(\$1,000)
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA: UNITED STATES TOTAL <sup>1</sup> . . . . .	188 529	216 136
NEW ENGLAND . . . . .	12 156	<sup>1</sup> 11 906
MIDDLE ATLANTIC . . . . .	81 698	<sup>1</sup> 8 389
NEW YORK AND NEW JERSEY . . . . .	26 725	33 484
PENNSYLVANIA . . . . .	54 973	<sup>1</sup> 64 905
EAST NORTH CENTRAL . . . . .	52 991	70 533
ILLINOIS . . . . .	42 781	60 774
OHIO AND INDIANA . . . . .	7 434	7 196
MICHIGAN AND WISCONSIN . . . . .	2 776	2 563
WEST NORTH CENTRAL . . . . .	5 104	<sup>1</sup> 4 558
MINNESOTA, KANSAS, S. DAKOTA & NEBRASKA . . . . .	2 599	<sup>1</sup> 2 473
IOWA AND MISSOURI . . . . .	2 505	2 085
SOUTH ATLANTIC . . . . .	11 806	9 807
MARYLAND, DISTRICT OF COLUMBIA, VIRGINIA, WEST VIRGINIA, NORTH CAROLINA, AND SOUTH CAROLINA . . . . .	4 849	4 368
GEORGIA AND FLORIDA . . . . .	6 957	<sup>1</sup> 5 439
EAST SOUTH CENTRAL (KENTUCKY, TENNESSEE, ALABAMA, AND MISSISSIPPI) . . . . .	1 153	1 983
WEST SOUTH CENTRAL (ARKANSAS, LOUISIANA, OKLAHOMA, AND TEXAS) . . . . .	9 997	5 678
MOUNTAIN (ARIZONA, COLORADO, IDAHO, NEW MEXICO, AND UTAH) . . . . .	2 207	<sup>1</sup> 1 430
PACIFIC . . . . .	11 417	<sup>1</sup> 11 852
CALIFORNIA . . . . .	10 042	<sup>1</sup> 10 938
WASHINGTON AND OREGON . . . . .	1 375	914

<sup>1</sup>Revised by five percent or more from previously published data.  
retailers.<sup>1</sup>Excludes manufacturer-TABLE 3.--POUNDAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS,  
BY TYPE OF CONFECTIONERY<sup>1</sup>

SIC CODE	TYPE OF PRODUCT	OCTOBER 1972		SEPTEMBER 1972	
		QUANTITY	VALUE	QUANTITY	VALUE
		THOUSAND POUNDS	THOUSAND DOLLARS	THOUSAND POUNDS	THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS <sup>1 2</sup> . . . . .	232 004	124 640	313 960	163 479
	PACKAGE GOODS MADE TO RETAIL AT:				
2071324	\$1.00 OR MORE PER POUND . . . . .	13 572	13 586	<sup>1</sup> 9 787	10 529
2071351	\$0.50 TO \$0.99 PER POUND . . . . .	60 856	33 502	87 075	46 924
2071371	LESS THAN \$0.50 PER POUND . . . . .	36 459	10 163	57 930	17 051
2070114	BAR GOODS . . . . .	73 276	44 673	96 745	59 554
2071201	5 CENT AND 10 CENT SPECIALTIES . . . . .	20 371	12 957	26 496	16 936
2070121	BULK GOODS, INCLUDING PENNY GOODS . . . . .	27 470	9 759	35 936	12 485

<sup>1</sup>Revised by five percent or more from previously published data. <sup>1</sup>Excludes manufacturer-retailers. <sup>2</sup>The data in this table are obtained from a sample panel of about 80 large confectionery and chocolate manufacturers. This compares to a panel of 250 respondents reporting the same product detail on the annual survey. The monthly data are intended to reflect a trend of confectionery product sales whereas the annual provides an estimate of the absolute level of annual sales. An acceptable technique would be to prorate the monthly/annual difference among the months, thereby retaining the existing month-to-month trend.

Table 4.--EXPORTS OF CONFECTIONERY PRODUCTS

Country to which exported	October		September		10 months through October	
	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)
Confectionery, except chewing gum, not containing cocoa (0620115)						
Total.....	2,271	905	1,570	627	11,770	4,367
Canada.....	838	340	679	259	3,113	1,200
Mexico.....	342	96	277	77	2,525	662
Panama.....	76	47	43	21	260	148
Bermuda.....	17	10	34	14	195	105
Bahamas.....	34	15	24	13	278	135
Jamaica.....	30	13	22	10	167	79
Netherlands Antilles.....	68	31	26	13	314	144
Sweden.....	26	10	8	1	117	27
West Germany.....	188	44	-	-	1,587	299
Greece.....	24	11	-	-	96	47
Hong Kong.....	22	10	24	10	130	62
Nansei Islands.....	-	-	-	-	182	92
Other.....	606	278	433	209	2,806	1,367
Confectionery containing cocoa or chocolate (0730020)						
Total.....	1,944	1,091	1,904	1,056	9,295	5,171
Canada.....	1,549	839	923	418	4,723	2,256
Mexico.....	6	6	24	12	96	52
Bahamas.....	14	7	28	11	136	72
Nansei Islands.....	-	-	-	-	625	401
Other.....	375	239	929	615	3,715	2,390

Note: Data in this table are taken from Foreign Trade publication FT 410, U.S. Exports. The Schedule B codes are: 0620115, confectionery not containing chocolate; 0730020, confectionery containing chocolate.

- Represents zero.

Table 5.--IMPORTS OF CONFECTIONERY PRODUCTS

Country of origin	October		September		10 months through October	
	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)
Chocolate, sweetened, except bars and blocks of 10 pounds or more (TSUSA codes 1563020 and 1563040)						
TOTAL.....	4,402	1,791	1,630	762	25,600	10,376
Canada.....	835	384	207	87	7,042	2,742
Dominican Republic.....	-	-	96	13	1,403	204
United Kingdom.....	188	81	342	131	2,769	1,139
Ireland.....	1,914	393	280	66	5,870	1,291
Netherlands.....	116	108	106	85	1,153	858
Belgium.....	413	166	292	128	2,555	1,023
West Germany.....	608	372	58	49	2,418	1,216
Switzerland.....	134	134	84	66	624	604
Italy.....	101	103	55	50	800	755
Israel.....	13	12	35	30	479	268
Other.....	80	38	75	57	487	276
Candy and other confectionery, n.e.s., not containing cocoa or chocolate (TSUSA code 1571020)						
TOTAL.....	6,924	2,985	7,950	2,721	70,050	23,431
Canada.....	503	148	688	187	4,163	1,169
Columbia.....	531	94	577	98	4,856	840
Sweden.....	365	111	351	104	5,292	1,501
Finland.....	-	-	4	1	2,212	536
Denmark.....	361	113	408	146	3,720	1,149
United Kingdom.....	2,372	777	3,121	950	24,706	7,597
Netherlands.....	598	205	495	171	5,048	1,597
Belgium.....	195	94	202	87	2,082	958
West Germany.....	69	45	76	37	603	314
Austria.....	58	18	151	60	1,302	536
Poland.....	115	21	46	8	1,263	247
Spain.....	540	576	313	264	1,742	1,052
Italy.....	474	508	291	278	4,227	2,948
Other.....	743	275	1,227	330	8,834	2,987
Candy and other confectionery, n.e.s., containing cocoa or chocolate (TSUSA code 1571040)						
TOTAL.....	3,551	2,189	4,472	2,397	23,620	12,676
Canada.....	939	560	718	359	5,024	2,786
United Kingdom.....	1,129	576	1,198	590	8,428	4,157
West Germany.....	634	394	1,639	808	3,637	1,909
Switzerland.....	195	184	279	250	1,217	1,071
Italy.....	144	229	49	69	465	595
Other.....	510	246	589	321	4,849	2,158

n.e.s. Not elsewhere specified. - Represents zero.

## DESCRIPTION OF SURVEY

The statistics in this publication were collected on census Form M20C.1, "Monthly Confectionery Survey by Type of Confectionery," and census Form M20C.2, "Monthly Confectionery Survey" from a sample of approximately 330 confectionery manufacturing establishments which account for approximately 90 percent of the total U.S. manufacturers' sales of confectionery products. The proportion estimated for the establishments which are not on the reporting panel varies by State and is based on their sales as reported in the 1967 Census of Manufactures.

The statistics presented in table 1 represent industry total sales figures which are based on the combined monthly sales totals reported by the panel and which include estimates.

Approximately 250 of the respondents are mailed Form M20C.2 on which the total monthly sales figures is the only item reported. The remaining establishments on the panel, which form a group of about 80 of the large manufacturer-wholesaler and chocolate-manufacturing concerns, report on Form M20C.1 on which detail by type of confectionery is requested in addition to the total sales figure. Aggregate figures for this group are presented in table 2. Comparison of table with the second column of table 1 shows that the respondents of Form M20C.1 account for 55 to 60 percent of the total estimated sales.

The current month's figures include estimates for respondents in the reporting panel whose reports were not received in time for tabulation as well as for small respondents excluded from the panel. Missing figures for companies in the reporting panel are imputed from the month-to-month movements shown by reporting firms. The overall imputation rate is generally limited to 25 percent, including about 10 percent for small respondents excluded from the monthly panel. Individual items with higher imputation rates are footnoted.

The imputation rate is not an explicit indicator of the potential error in published figures due to nonresponse, both because the actual monthly movements for nonrespondents may or may not closely agree with the imputed movements, and because the estimates for nonpanel cases may not reflect their current activity. The probable range of difference between the actual and imputed figures is unknown. The degree of uncertainty regarding the accuracy of the data, however, increases as the percentage of imputation increases. Figures with imputation rates above

.25 percent, particularly, should be used with caution.

Statistics for previous months may be revised, due to receipt of corrected data from respondents, including late reports for which estimates were made, and other corrections. Figures which were revised significantly are indicated by footnotes.

## REPORTING PERIOD ADJUSTMENT

Beginning January 1971 the data were adjusted for number of working days in the reporting period to compensate for differences in individual company reporting patterns (i.e. calendar month, 4-week, 5-week periods). Based on a study of large confectionery manufacturers, it has been determined that the calendar month accounting system prevails in the industry. Hence, adjustments have been made to those reporting on other than a calendar month basis.

## SEASONAL ADJUSTMENT

This report presents seasonally adjusted data in table 1. The seasonal adjustment program largely eliminates the effect normal seasonal variations (including variations due to vacations, weather, etc.) and measured over the time period for which the data were used. The resulting information thus provides a better measure than the original data of the month-to-month variations which are due to factors that are not associated with a repetitive seasonal pattern. This program is amply described in the literature on this method.

## RELATED REPORTS

An annual Current Industrial Report which includes only summary data is published in this series. This report consists partly of totals from the monthly reports and partly of data obtained as the result of a joint survey by the Bureau of the Census and Bureau of Domestic Commerce. In this joint undertaking, various statistics on confectionery are collected on census form MA-20D. The results of the survey are published in detail in a report entitled, "Confectionery Manufacturers, Sales and Distribution" published by the Bureau of Domestic Commerce.

## EXPLANATION OF TERMS

Manufacturer - wholesalers--Confectionery manufacturing establishments which sell primarily to wholesalers or retailers. This category includes chocolate manufacturers.

Manufacturer-retailers--Confectionery manufacturing establishments which sell primarily through their own retail outlets. Establishments which have only one retail outlet are not classified in manufacturing.

Sales--Manufacturer-wholesaler and chocolate-manufacturer sales represent f.o.b. plant value and exclude resales of goods purchased from other manufacturers or received from other plants of the reporting company.

Sales of manufacturer-retailers represent the value of goods transferred to retail outlets; they are approximately the commercial wholesale sales value and not the retail price to the consumer.

Products--In this survey, data are collected only for consumer type confectionery goods. Such data exclude cough drops, medicated candy, chewing gum, roasted peanuts, unsweetened popcorn, and fountain syrup.

Bar goods--Bar goods includes plain, coated and molded bars with or without nuts which are wrapped with not more than two pieces to the individual consumer-unit; the consumer-units are retailed separately or in economy packages.

Bulk goods--Bulk goods includes penny goods, hard candies, coated nuts, peanut brittle, unpackaged chocolates, etc., usually wholesaled in containers over 5 pounds and weighted out by the retailer to be sold by the pound or fraction thereof.

5-cent and 10-cent specialties--These are confectionery items of more than two pieces to the individual consumer-unit and novelty items, intended to retail at the above prices. Rolls or packets of mints, fruit drops, holiday novelties, candy toys and similar types of confections are included but cough drops and chewing gum are excluded.

Packaged goods--This includes assorted chocolate and other confections packaged in consumer-type boxes, bags, window-boxes, etc., designed to retail at \$1 or more, 50 cents to 99 cents, and less than 50 cents per pound. Miniature bars are included here as are packages of marshmallows, sugar coated popcorn, and similar packaged confections.

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**HUD Noise Assessment Guidelines Technical Background (Technical Background for Noise Abatement in HUD's Operating Programs).**

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**Preliminary Investigations of Petroleum Spillage, Haines-Fairbanks Military Pipeline, Alaska.**

Cold Regions Research and Engineering Lab., Hanover, N.J. April 1972. 27 p. **AD-744 450**. PC\$3.00/MF95¢.

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**Field Study on Application of Laser Coincidence Absorption Measurement Techniques.**

General Electric Co., Syracuse, N.Y. Electronics Lab. Feb. 1972. 75 p. **PB-210 671**. PC\$4.50 /MF95¢.

**Guide to Technical and Financial Assistance for Air Pollution Control.**

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# CURRENT INDUSTRIAL REPORTS

## Confectionery, Including Chocolate Products

November 1972



U. S. DEPARTMENT OF COMMERCE • Social and Economic Statistics Administration • BUREAU OF THE CENSUS

January 1973

SERIES: M20C(72)-11

The statistics in this publication are based on a survey of manufacturers and represent the entire U.S. sales of confectionery by manufacturing establishments except in table 2. Estimates are included for establishments whose reports were not received in time for tabulation. A more complete description of the survey appears on pages 5 and 6.

Table 1. **Summary of Manufacturers' Net  
Sales of Confectionery: 1970 to 1972**

(Millions of dollars)

Month and year	Total <sup>1</sup> (seasonally adjusted)	Total <sup>1</sup> (unadjusted)
1972		
November.....	160	193
October.....	157	195
September.....	169	221
August.....	190	177
July.....	166	110
June.....	165	134
May.....	169	137
April.....	150	133
March.....	152	163
February.....	150	168
January.....	166	167
1971		
December.....	159	157
November.....	163	195
October.....	167	204
September.....	160	215
August.....	176	160
July.....	169	115
June.....	171	139
May.....	174	135
April <sup>2</sup> .....	170	150
March <sup>2</sup> .....	166	164
February <sup>2</sup> .....	167	174
January <sup>2</sup> .....	167	166
1970		
December.....	164	163
November.....	153	180

Note: Data included from 15 to 25 percent estimation for nonresponse and for small establishments excluded from the panel.

<sup>1</sup>Data include manufacturer-retailers.

<sup>2</sup>A comparison of reports submitted by respondents on both the monthly and annual survey panels has indicated that a number of companies have misreported. The revisions shown above have resulted from this review. The total change to the annual study for 1971 is considered to be statistically insignificant and will be included in the report for 1972.

TABLE 2.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS,  
BY KIND OF BUSINESS AND GEOGRAPHIC AREA

ITEM	NOVEMBER 1972	OCTOBER 1972
	SALES (\$1,000)	SALES (\$1,000)
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA: UNITED STATES TOTAL . . . . .	182 015	188 932
NEW ENGLAND . . . . .	12 112	11 379
MIDDLE ATLANTIC . . . . .	70 989	84 013
NEW YORK AND NEW JERSEY . . . . .	26 143	27 119
PENNSYLVANIA . . . . .	44 846	56 894
EAST NORTH CENTRAL . . . . .	49 863	53 924
ILLINOIS . . . . .	39 045	43 479
OHIO AND INDIANA . . . . .	8 573	7 706
MICHIGAN AND WISCONSIN . . . . .	2 245	2 739
WEST NORTH CENTRAL . . . . .	6 157	5 104
MINNESOTA, KANSAS, S. DAKOTA & NEBRASKA . . . . .	3 870	2 599
IOWA AND MISSOURI . . . . .	2 287	2 505
SOUTH ATLANTIC . . . . .	16 492	11 367
MARYLAND, DISTRICT OF COLUMBIA, VIRGINIA, WEST VIRGINIA, NORTH CAROLINA, AND SOUTH CAROLINA . . . . .	8 907	4 410
GEORGIA AND FLORIDA . . . . .	7 585	6 957
EAST SOUTH CENTRAL (KENTUCKY, TENNESSEE, ALABAMA, AND MISSISSIPPI) . . . . .	3 808	<sup>r</sup> 3 798
WEST SOUTH CENTRAL (ARKANSAS, LOUISIANA, OKLAHOMA, AND TEXAS) . . . . .	6 201	<sup>r</sup> 5 890
MOUNTAIN (ARIZONA, COLORADO, IDAHO, NEW MEXICO, AND UTAH) . . . . .	4 414	2 207
PACIFIC . . . . .	11 979	11 250
CALIFORNIA . . . . .	10 372	9 875
WASHINGTON AND OREGON . . . . .	1 607	1 375

<sup>r</sup>Revised by five percent or more from previously published data.  
retailers.<sup>1</sup>Excludes manufacturer-TABLE 3.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS,  
BY TYPE OF CONFECTIONERY<sup>1</sup>

STC CODE	TYPE OF PRODUCT	NOVEMBER 1972		OCTOBER 1972	
		QUANTITY - THOUSAND POUNDS	VALUE - THOUSAND DOLLARS	QUANTITY - THOUSAND POUNDS	VALUE - THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS <sup>1 2</sup> . . . . .	218 657	115 270	242 677	128 156
	PACKAGE GOODS MADE TO RETAIL AT:				
2071324	\$1.00 OR MORE PER POUND . . . . .	14 700	15 264	13 724	13 770
2071351	\$0.50 TO \$0.99 PER POUND . . . . .	50 589	27 387	60 883	33 616
2071371	LESS THAN \$0.50 PER POUND . . . . .	43 868	12 719	<sup>r</sup> 45 745	<sup>r</sup> 12 998
2070114	BAR GOODS . . . . .	66 279	38 645	73 285	44 360
2071201	5 CENT AND 10 CENT SPECIALTIES . . . . .	20 535	13 272	20 371	13 344
2070121	BULK GOODS, INCLUDING PENNY GOODS . . . . .	22 686	7 983	28 669	10 068

<sup>r</sup>Revised by five percent or more from previously published data. <sup>1</sup>Excludes manufacturer-retailers. <sup>2</sup>The data in this table are obtained from a sample panel of about 80 large confectionery and chocolate manufacturers. This compares to a panel of 250 respondents reporting the same product detail on the annual survey. The monthly data are intended to reflect a trend of confectionery product sales whereas the annual provides an estimate of the absolute level of annual sales. An acceptable technique would be to prorate the monthly/annual difference among the months, thereby retaining the existing month-to-month trend.

Table 4.--EXPORTS OF CONFECTIONERY PRODUCTS

Country to which exported	November		October		11 months through November	
	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)
Confectionery, except chewing gum, not containing cocoa (0620115)						
Total.....	1,677	628	2,271	905	13,447	4,995
Canada.....	424	154	838	340	3,537	1,354
Mexico.....	485	113	342	96	3,010	775
Panama.....	3	2	76	47	263	150
Bermuda.....	39	20	17	10	234	125
Bahamas.....	29	15	34	15	307	150
Jamaica.....	9	7	30	13	176	86
Netherlands Antilles.....	35	16	68	31	349	160
Sweden.....	30	10	26	10	147	37
West Germany.....	19	5	188	44	1,606	304
Greece.....	1	1	24	11	97	48
Hong Kong.....	31	15	22	10	161	77
Nansei Islands.....	-	-	-	-	182	92
Other.....	572	270	606	278	3,378	1,637
Confectionery containing cocoa or chocolate (0730020)						
Total.....	1,063	667	1,944	1,091	10,358	5,838
Canada.....	338	183	1,549	839	5,061	2,439
Mexico.....	15	10	6	6	111	62
Bahamas.....	52	29	14	7	188	101
Nansei Islands.....	-	-	-	-	625	401
Other.....	658	445	375	239	4,373	2,835

Note: Data in this table are taken from Foreign Trade publication FT 410, U.S. Exports. The Schedule B codes are: 0620115, confectionery not containing chocolate; 0730020, confectionery containing chocolate.

- Represents zero.

Table 5.--IMPORTS OF CONFECTIONERY PRODUCTS

Country of origin	November		October		11 months through November	
	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity 1,000 lbs.)	Value \$1,000)
Chocolate, sweetened, except bars and blocks of 10 pounds or more (TSUSA codes 1563020 and 1563040)						
TOTAL.....	5,667	2,081	4,402	1,791	31,434	12,457
Canada.....	1,217	534	835	384	8,258	3,276
Dominican Republic.....	36	5	-	-	1,440	208
United Kingdom.....	481	134	188	81	3,250	1,275
Ireland.....	2,483	552	1,914	393	8,352	1,845
Netherlands.....	308	265	116	108	1,462	1,121
Belgium.....	392	168	413	166	2,948	1,191
West Germany.....	486	240	608	372	2,903	1,456
Switzerland.....	118	103	134	134	741	716
Italy.....	2	2	101	103	800	759
Israel.....	16	9	13	12	496	277
Other.....	128	69	80	38	784	333
Candy and other confectionery, n.e.s., not containing cocoa or chocolate (TSUSA code 1571020)						
TOTAL.....	8,392	3,601	6,924	2,985	78,443	27,032
Canada.....	268	106	503	148	4,432	1,276
Columbia.....	546	95	531	94	5,402	935
Sweden.....	409	127	365	111	5,502	1,628
Finland.....	124	40	-	-	2,336	575
Denmark.....	277	88	361	113	3,996	1,238
United Kingdom.....	3,193	1,038	2,372	777	27,900	8,634
Netherlands.....	717	212	598	205	5,764	1,809
Belgium.....	140	65	195	94	2,223	1,023
West Germany.....	77	31	69	45	680	345
Austria.....	196	90	58	18	1,499	625
Poland.....	140	26	115	21	1,404	273
Spain.....	859	958	540	576	2,601	2,011
Italy.....	578	440	474	508	4,805	3,389
Other.....	868	285	743	275	9,899	3,271
Candy and other confectionery, n.e.s., containing cocoa or chocolate (TSUSA code 1571040)						
TOTAL.....	3,542	2,079	3,551	2,189	27,142	14,754
Canada.....	1,162	672	939	560	5,943	3,321
United Kingdom.....	563	298	1,129	576	8,990	4,456
West Germany.....	394	216	634	394	4,030	2,126
Switzerland.....	314	219	195	184	1,531	1,289
Italy.....	128	190	144	229	594	785
Other.....	981	484	510	246	6,054	2,777

n.e.s. Not elsewhere specified. - Represents zero.

## DESCRIPTION OF SURVEY

The statistics in this publication were collected on census Form M20C.1, "Monthly Confectionery Survey by Type of Confectionery," and census Form M20C.2, "Monthly Confectionery Survey" from a sample of approximately 330 confectionery manufacturing establishments which account for approximately 90 percent of the total U.S. manufacturers' sales of confectionery products. The proportion estimated for the establishments which are not on the reporting panel varies by State and is based on their sales as reported in the 1967 Census of Manufactures.

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Products--In this survey, data are collected only for consumer type confectionery goods. Such data exclude cough drops, medicated candy, chewing gum, roasted peanuts, unsweetened popcorn, and fountain syrup.

Bar goods--Bar goods includes plain, coated and molded bars with or without nuts which are wrapped with not more than two pieces to the individual consumer-unit; the consumer-units are retailed separately or in economy packages.

Bulk goods--Bulk goods includes penny goods, hard candies, coated nuts, peanut brittle, unpackaged chocolates, etc., usually wholesaled in containers over 5 pounds and weighted out by the retailer to be sold by the pound or fraction thereof.

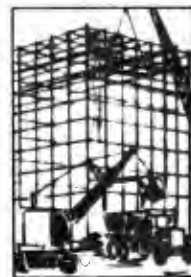
5-cent and 10-cent specialties--These are confectionery items of more than two pieces to the individual consumer-unit and novelty items, intended to retail at the above prices. Rolls or packets of mints, fruit drops, holiday novelties, candy toys and similar types of confections are included but cough drops and chewing gum are excluded.

Packaged goods--This includes assorted chocolate and other confections packaged in consumer-type boxes, bags, window-boxes, etc., designed to retail at \$1 or more, 50 cents to 99 cents, and less than 50 cents per pound. Miniature bars are included here as are packages of marshmallows, sugar coated popcorn, and similar packaged confections.



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## CURRENT INDUSTRIAL REPORTS

Confectionery, Including  
Chocolate Products

December 1972



U. S. DEPARTMENT OF COMMERCE • Social and Economic Statistics Administration • BUREAU OF THE CENSUS

February 1973

SERIES: M20C(72)-12

The statistics in this publication are based on a survey of manufacturers and represent the entire U.S. sales of confectionery by manufacturing establishments except in table 2. Estimates are included for establishments whose reports were not received in time for tabulation. A more complete description of the survey appears on pages 5 and 6.

Table 1. Summary of Manufacturers' Net  
Sales of Confectionery: 1970 to 1972

(Millions of dollars)

Month and year	Total <sup>1</sup> (seasonally adjusted)	Total <sup>1</sup> (unadjusted)
1972		
December.....	186	177
November.....	165	199
October.....	157	195
September.....	169	221
August.....	190	177
July.....	166	110
June.....	165	134
May.....	169	137
April.....	150	133
March.....	152	163
February.....	150	168
January.....	166	167
1971		
December.....	159	157
November.....	163	195
October.....	167	204
September.....	160	215
August.....	176	160
July.....	169	115
June.....	171	139
May.....	174	135
April <sup>2</sup> .....	170	150
March <sup>2</sup> .....	166	164
February <sup>2</sup> .....	167	174
January <sup>2</sup> .....	167	166
1970		
December.....	164	163

Note: Data included from 15 to 25 percent estimation for nonresponse and for small establishments excluded from the panel.

<sup>1</sup>Data include manufacturer-retailers.

<sup>2</sup>A comparison of reports submitted by respondents on both the monthly and annual survey panels has indicated that a number of companies have misreported. The revisions shown above have resulted from this review. The total change to the annual study for 1971 is considered to be statistically insignificant and will be included in the report for 1972.

Inquiries concerning these figures should be addressed to the U.S. Department of Commerce, Bureau of the Census, Industry Division, Washington, D.C. 20233. This publication is for sale by the Bureau of the Census, Price: 15 cents per copy—\$1.50 per year.

TABLE 2.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS,  
BY KIND OF BUSINESS AND GEOGRAPHIC AREA

ITEM	DECEMBER 1972	NOVEMBER 1972
	SALES (\$1,000)	SALES (\$1,000)
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA:		
UNITED STATES TOTAL . . . . .	158 360	188 571
NEW ENGLAND . . . . .	10 893	11 798
MIDDLE ATLANTIC . . . . .	66 109	78 149
NEW YORK AND NEW JERSEY . . . . .	22 733	26 373
PENNSYLVANIA . . . . .	43 376	51 776
EAST NORTH CENTRAL . . . . .	39 456	48 244
ILLINOIS . . . . .	30 851	38 346
OHIO AND INDIANA . . . . .	7 000	8 245
MICHIGAN AND WISCONSIN . . . . .	1 605	1 653
WEST NORTH CENTRAL . . . . .	4 592	6 157
MINNESOTA, KANSAS, S. DAKOTA & NEBRASKA . . . . .	3 144	3 870
IOWA AND MISSOURI . . . . .	1 448	2 287
SOUTH ATLANTIC . . . . .	10 397	16 511
MARYLAND, DISTRICT OF COLUMBIA, VIRGINIA, WEST VIRGINIA, NORTH CAROLINA, AND SOUTH CAROLINA . . . . .	6 133	8 926
GEORGIA AND FLORIDA . . . . .	4 264	7 585
EAST SOUTH CENTRAL (KENTUCKY, TENNESSEE, ALABAMA, AND MISSISSIPPI) . . . . .	1 795	3 728
WEST SOUTH CENTRAL (ARKANSAS, LOUISIANA, OKLAHOMA, AND TEXAS) . . . . .	5 605	7 967
MOUNTAIN (ARIZONA, COLORADO, IDAHO, NEW MEXICO, AND UTAH) . . . . .	3 617	4 414
PACIFIC . . . . .	15 896	11 603
CALIFORNIA . . . . .	14 837	9 996
WASHINGTON AND OREGON . . . . .	1 059	1 607

TABLE 3.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS\*  
BY TYPE OF CONFECTIONERY

SIC CODE	TYPE OF PRODUCT	DECEMBER 1972		NOVEMBER 1972	
		QUANTITY THOUSAND POUNDS	VALUE THOUSAND DOLLARS	QUANTITY THOUSAND POUNDS	VALUE THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS. . . . .	177 348	96 314	225 471	121 857
	PACKAGE GOODS MADE TO RETAIL AT:				
2071324	\$1.00 OR MORE PER POUND . . . . .	13 562	16 074	18 421	21 345
2071351	\$0.50 TO \$0.99 PER POUND . . . . .	25 959	13 985	52 739	28 157
2071371	LESS THAN \$0.50 PER POUND . . . . .	36 603	9 314	45 160	13 017
2070114	BAR GOODS. . . . .	63 571	37 860	65 962	38 181
2071201	5 CENT AND 10 CENT SPECIALTIES . . . . .	19 245	12 727	20 301	13 168
2070121	BULK GOODS, INCLUDING PENNY GOODS. . . . .	18 408	6 354	22 888	7 989

Table 4.--EXPORTS OF CONFECTIONERY PRODUCTS

Country to which exported	December		November		12 months through December	
	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)
Confectionery, except chewing gum, not containing cocoa (0620115)						
Total.....	1,297	477	1,677	628	14,744	5,472
Canada.....	191	89	424	154	3,728	1,443
Mexico.....	512	127	485	113	3,522	902
Panama.....	32	10	3	2	295	160
Bermuda.....	6	4	39	20	240	129
Bahamas.....	19	6	29	15	326	156
Jamaica.....	5	2	9	7	181	88
Netherlands Antilles.....	24	11	35	16	373	171
Sweden.....	-	-	30	10	147	37
West Germany.....	5	2	19	5	1,611	306
Greece.....	-	-	1	1	97	48
Hong Kong.....	68	24	31	15	229	101
Nansei Islands.....	-	-	-	-	182	92
Other.....	435	202	572	270	3,813	1,839
Confectionery containing cocoa or chocolate (0730020)						
Total.....	1,040	643	1,063	667	11,398	6,481
Canada.....	329	158	338	183	5,390	2,597
Mexico.....	37	22	15	10	148	84
Bahamas.....	12	5	52	29	200	106
Nansei Islands.....	-	-	-	-	625	401
Other.....	662	458	658	445	5,035	3,293

Note: Data in this table are taken from Foreign Trade publication FT 410 U.S. Exports. The Schedule B codes are: 0620115, confectionery not containing chocolate; 0730020, confectionery containing chocolate.

- Represents zero.

Table 5.--IMPORTS OF CONFECTIONERY PRODUCTS

Country of origin	December		November		12 months through December	
	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)
Chocolate, sweetened, except bars and blocks of 10 pounds or more (TSUSA codes 1563020 and 1563040)						
TOTAL.....	5,041	1,552	5,667	2,081	36,475	14,009
Canada.....	377	144	1,217	534	8,635	3,420
Dominican Republic.....	206	30	36	5	1,646	238
United Kingdom.....	950	282	481	134	4,200	1,557
Ireland.....	2,494	545	2,483	552	10,846	2,390
Netherlands.....	252	185	308	265	1,714	1,306
Belgium.....	178	67	392	168	3,126	1,258
West Germany.....	412	181	486	240	3,315	1,637
Switzerland.....	59	52	118	103	800	768
Italy.....	22	26	2	2	822	785
Israel.....	4	2	16	9	500	279
Other.....	87	38	128	69	871	371
Candy and other confectionery, n.e.s., not containing cocoa or chocolate (TSUSA code 1571020)						
TOTAL.....	6,714	2,545	8,392	3,601	85,157	29,577
Canada.....	274	103	268	106	4,706	1,379
Columbia.....	393	80	546	95	5,795	1,015
Sweden.....	372	120	409	127	5,874	1,748
Finland.....	59	19	124	40	2,395	594
Denmark.....	247	76	277	88	4,243	1,314
United Kingdom.....	2,762	796	3,193	1,038	30,662	9,430
Netherlands.....	274	88	717	212	6,038	1,897
Belgium.....	257	121	140	65	2,480	1,144
West Germany.....	73	36	77	31	753	381
Austria.....	73	33	196	90	1,572	658
Poland.....	81	15	140	26	1,485	288
Spain.....	91	108	859	958	2,692	2,119
Italy.....	606	600	578	440	5,411	3,989
Other.....	1,152	350	868	285	11,051	3,621
Candy and other confectionery, n.e.s., containing cocoa or chocolate (TSUSA code 1571040)						
TOTAL.....	1,872	1,056	3,542	2,079	29,014	15,810
Canada.....	341	185	1,162	672	6,284	3,506
United Kingdom.....	533	269	563	298	9,523	4,725
West Germany.....	229	101	394	216	4,259	2,227
Switzerland.....	256	209	314	219	1,787	1,498
Italy.....	35	28	128	190	629	813
Other.....	478	264	981	484	6,532	3,011

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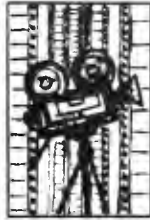
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Conducted in 1973 by the Bureau of the Census



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## CURRENT INDUSTRIAL REPORTS

# Confectionery, Including Chocolate Products

### Summary for 1972

June 1973

Series: M20C(72)-13

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# U.S. DEPARTMENT OF COMMERCE

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or any Department of Commerce district office. Price 15 cents. Subscription \$1.50 per year.

## Introduction

**COVERAGE**--Statistics in this publication are estimated industry totals based on monthly reports on Census Forms M20C.1 and M20C.2 from approximately 330 manufacturers of confectionery and competitive chocolate products. The data from these respondents account for about 90 percent of the total U.S. manufacturers' sales of confectionery products. The proportion estimated for the establishments which are not on the reporting panel varies by State and is based on their sales as reported in the 1967 Census of Manufactures. In addition, detailed annual reports on sales by type of confectionery, ingredients used, and sales by class of customer were collected on an annual basis on Census Form MA-20D from a reporting panel of large establishments.

This report is the result of a joint effort by the Bureau of Competitive Assessment and Business Policy and the Bureau of the Census and includes only summary data. More detailed statistics, based on the annual survey, appear in the report entitled "Confectionery Manufacturers' Sales and Distribution, 1972," published by the Bureau of Competitive Assessment and Business Policy.

### SEASONAL ADJUSTMENT SERIES

This report presents seasonally adjusted data for a number of the most important series published monthly in Current Industrial Reports Series M20C, Confectionery, Including Chocolate Products. This report updates the seasonal adjustment report issued June 1972.

The seasonal adjustments were made using the X-11 variant of the Census Bureau's seasonal adjustment program. The X-11 variant of the seasonal adjustment program has developed improved techniques for the treatment of extremes and a regression program to identify trading-day adjustment to the monthly aggregates. The trading-day routine is optional and has been used for the series presented in this publication. The program is amply described in the literature on this method.<sup>1</sup> It should be noted that beginning January 1972 the data have been adjusted on an establishment basis, prior to tabulation for variation in the length of the reporting period such as 4-week, 5-week, or calendar month. The data prior

to 1972 have not been adjusted for reporting period variation. However, the effect of this adjustment is negligible at the U.S. total level and does not significantly affect the seasonally adjusted series.

For each series included in this report the following tables are shown:

- (6) Seasonally-adjusted data;
- (7) Data without seasonal adjustment (original series); and
- (8) Seasonal adjustment factors. The seasonally-adjusted data are obtained by dividing the unadjusted data by the seasonal factors for the specific month.
- (9) Average percentage changes and related measures for each series.

Seasonally adjusted data has appeared regularly in the monthly M20C report since November 1972. That report also includes a detailed description of the survey, including a discussion of the scope and coverage of the report together with an explanation of the terms.

### TRADING-DAY FACTORS

Variation in the rate of activity that arises from the existence of different numbers of trading days in the same month for different years can be an important cause of month-to-month irregular fluctuations. Unlike some other causes of irregular fluctuations such as unexpected economic developments, unusual weather, and statistical errors, trading-day irregularities can be approximately identified and removed so that the underlying trend cycle stands out more clearly. Hence, it is often possible to reduce the irregular factor by a trading-day adjustment.

### BRIEF DEFINITIONS OF MEASURES SHOWN IN TABLE 4

The following are brief definitions; more complete explanations appear in Electronic Computers and Business Indicators, by Julius Shiskin, issued as Occasional Paper 57 by the National Bureau of Economic Research, 1957 (reprinted from Journal of Business, October 1957).

" $\bar{C}\bar{I}$ " is the average month-to-month percentage change, without regard to sign, in the seasonally adjusted series (i.e., the series after adjustment for measurably seasonal, trading-day and holiday variations).

<sup>1</sup>Electronic Computers and Business Indicators, National Bureau of Economic Research Occasional Paper 57 (New York, 1957): Tests and Revisions of Bureau of the Census Methods of Seasonal Adjustments, Bureau of the Census Technical Paper No. 5 (Washington, 1961, \$1.00); The X-11 Variant of the Census Method 11 Seasonal Adjustment Program, Bureau of the Census Technical Paper No. 15 (Washington, 1967, \$0.50).

" $\bar{I}$ " is the same for the irregular component, obtained by dividing the cyclical component into the seasonally adjusted series.

" $\bar{C}$ " is the same for the cyclical component, a smooth, flexible moving average of the seasonally adjusted series.

" $\bar{I}/\bar{C}$ " is a measure of the relative smoothness (small values) or irregularity (large values) of the seasonally adjusted series. It is shown for 1-month spans and for spans of the period of MCD. When MCD is "6" no  $I/C$  ratio is shown for the MCD period.

"MCD" (months for cyclical dominance) provides an estimate of the appropriate time span over which to observe cyclical movements in a monthly series. It is small for smooth series and large for irregular series. In deriving MCD, percentage changes are computed separately for the irregular component and the cyclical component over 1-month spans (Jan.-Feb., Feb.-Mar., etc.), 2-month spans (Jan.-Mar., Feb.-Apr., etc.), up

to 12-month spans. Averages, without regard to sign, are then computed for the changes over each span. MCD is the shortest span in months for which the average percentage change (without regard to sign) in the cyclical component is larger than the average percentage change (without regard to sign) in the irregular component, and remains so. Thus, it indicates the point at which fluctuations in the seasonally adjusted series became dominated by cyclical rather than irregular movements. All series with an MCD greater than "r" are shown as "6".

"Average Duration of Run" (ADR) is another measure of smoothness and is equal to the average number of consecutive monthly changes in the same direction in any series of observation. When there is no change between 2 months, a change in the same direction as the preceding change is assumed. The ADR is shown for the seasonally adjusted series  $C_I$ , irregular component  $I$ , cyclical component  $C$ , and the MCD curve. The MCD curve is an unweighted moving average (with the number of terms equal to MCD) of the seasonally adjusted series.

Table 1A.--SUMMARY OF MANUFACTURERS' SALES OF CONFECTIONERY PRODUCTS: 1967 TO 1972

(In millions)

Year	Pounds	Value	Year	Pounds	Value
1972.....	3,793	1,976	1966.....	3,668	1,544
1971.....	<sup>r</sup> 3,870	<sup>r</sup> 1,974	1965.....	3,471	1,429
1970.....	3,938	1,910	1964.....	3,403	1,395
1969.....	3,968	1,870	1963.....	3,269	1,319
1968.....	3,907	1,756	1962.....	3,121	1,251
1967.....	3,769	1,645	1961.....	3,112	1,233

Note: Includes all known producers of confectionery and competitive chocolate products, except retail confectioners with a single location.

<sup>r</sup>Revised.

Table 1B.--VALUE OF SHIPMENTS OF CONFECTIONERY PRODUCTS: 1972 AND 1971

Census product class code	Class of products	MA-20D 1972	1971 <sup>r</sup>	
			MA-200	Annual survey of manufactures <sup>1</sup>
20711	TOTAL.....	1,976.9	1,974.3	<sup>2</sup> 2,446.2
20712	Bar goods.....	562.6	603.9	436.9
20713	5 and 10 cent specialties.....	198.3	237.3	247.5
20714	Package goods.....	761.1	754.8	703.5
20715	Bulk goods.....	109.9	161.0	157.8
20716	Penny goods.....	47.0	57.2	55.3
	Salted nuts and other confectionery type products (from purchased chocolate).....	(X)	(X)	<sup>2</sup> 515.2
20722	Confectionery-type chocolate and cocoa products (made from cocoa beans ground in this establish- ment).....	(X)	(X)	260.2
20710	Confectionery products, n.s.k.....	298.1	160.4	69.8

<sup>1</sup>The information presented from the 1971 Annual Survey of Manufactures is not directly comparable to the Annual Confectionery Survey (MA-20D) because of differences in product classification.

<sup>2</sup>Approximately 80 percent of the shipments of product class code 20716 represents shipments of salted nuts and related products and therefore are not included in the MA-20D.

Table 2.--VALUE OF MANUFACTURERS' SALES OF CONFECTIONERY PRODUCTS, BY MONTH: 1972 AND 1971

(Millions of dollars)

Month	1972		1971	
	Seasonally adjusted <sup>1</sup>	Unadjusted	Seasonally adjusted <sup>1</sup>	Unadjusted
TOTAL.....	(X)	1,976	(X)	1,974
January.....	165	167	162	166
February.....	150	168	163	174
March.....	157	163	159	164
April.....	155	133	167	150
May.....	166	137	171	135
June.....	163	134	170	139
July.....	165	110	167	115
August.....	185	177	173	160
September.....	168	221	160	215
October.....	157	195	166	204
November.....	169	199	166	195
December.....	181	172	155	157

(X) Not applicable.

<sup>1</sup>Data are seasonally adjusted by the factors shown in table 8 of this report.

Table 3.--QUANTITY AND VALUE OF SALES BY MANUFACTURER-WHOLESALE, INCLUDING CHOCOLATE MANUFACTURERS OF CONFECTIONERY AND COMPETITIVE PRODUCTS, BY TYPE OF PRODUCT: 1972 AND 1971

Census product class code	Type of product	1972			1971		
		Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)	Value (\$1,000)	Average value
	TOTAL SALES.....	3,793,233	1,976,899	0.521	3,870,271	1,974,302	0.510
20653	Package goods made to retail at--						
	\$1.00 or more per pound.....	231,295	259,355	1.121	200,034	239,516	1.197
	\$0.50 to \$0.99 per pound.....	676,763	356,249	0.526	569,542	314,005	0.551
	Less than \$0.50 per pound.....	506,196	145,523	0.287	649,677	200,959	0.309
20651	Bar goods.....	962,711	562,560	0.584	1,040,787	603,850	0.580
20654	Bulk goods <sup>1</sup> .....	446,496	156,861	0.351	588,179	218,235	0.371
20652	5 cent and 10 cent specialties.....	358,273	198,268	0.553	496,232	237,330	0.478
20650	Candy and other confectionery products, n.s.k. <sup>2</sup> .....	611,499	298,083	0.487	325,820	160,407	0.492

Note: The product class data for confectionery manufacturers as shown in this table will also be published in the Census of Manufactures for 1972 and may differ from that published in this report. Corrected data from the Census will be published in the final reports which are scheduled for release early in 1974. The data in the above table were obtained from the 1972 MA-200, Annual Confectionery Survey.

n.s.k.--Not specified by kind.

<sup>1</sup>Includes penny goods.

<sup>2</sup>The data user should be aware that the n.s.k. categories shown in this table represent the output of establishments that were excluded from the mailing panel for this survey. For 1972, the output of establishments on the mailing panel but not responding to the survey are also included in this n.s.k. category as the revised format precluded the use of estimation for nonresponse of the total net sales shown for 1971, approximately 8 percent can be attributed to our estimates for firms included in our base data and are distributed by product class. For 1972, these same firms are excluded from the base and included in the n.s.k. categories. Thus, caution should be used when comparing the product detail between 1971 and 1972 as the calculated percentage distribution in this table for other than n.s.k. item descriptions are generally on the low side.

Table 4.--MANUFACTURERS' SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS, BY  
KIND OF BUSINESS AND AREA OF PLANT LOCATION: 1972 AND 1971

Item	1972		1971	
	Pounds (1,000)	Value <sup>1</sup> (\$1,000)	Pounds (1,000)	Value <sup>1</sup> (\$1,000)
UNITED STATES, TOTAL.....	3,793,233	1,976,899	3,870,271	1,971,302
By kind of business:				
Manufacturer-retailers.....	80,955	96,446	95,011	116,397
Manufacturer-wholesalers including chocolate manufacturers.....	3,712,278	1,880,453	3,775,230	1,857,905
MANUFACTURER-WHOLESALEERS INCLUDING CHOCOLATE-MANUFACTURERS BY AREA OF PLANT LOCATION				
New England.....	206,237	105,181	232,089	118,621
Middle Atlantic, total.....	1,285,798	771,757	1,226,337	702,321
New York and New Jersey.....	576,323	289,314	606,486	302,455
Pennsylvania.....	709,475	182,443	619,851	399,866
East North Central, total.....	1,414,181	612,071	1,477,060	643,358
Illinois.....	1,226,020	527,189	1,283,989	557,765
Ohio and Indiana.....	150,167	62,920	152,585	62,682
Michigan and Wisconsin.....	37,997	21,962	40,486	22,911
West North Central, total.....	123,240	59,359	111,943	66,980
Minnesota, Kansas, South Dakota and Nebraska.....	95,556	37,267	109,770	42,525
Iowa and Missouri.....	27,684	22,092	32,173	24,455
South Atlantic, total.....	225,398	109,980	232,211	107,151
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	126,684	54,601	136,659	56,126
Georgia and Florida.....	98,714	55,379	95,552	51,025
East South Central (Kentucky, Tennessee, Alabama, and Mississippi).. West South Central (Arkansas, Louisiana, Oklahoma, and Texas).....	56,604	21,623	63,767	21,815
Mountain (Arizona, Colorado, Idaho, New Mexico, and Utah).....	104,602	58,891	101,497	55,275
Pacific (California, Washington, Oregon, and Hawaii).....	47,169	22,547	34,685	20,561
Pacific (California, Washington, Oregon, and Hawaii).....	249,046	119,044	265,641	121,823

Note: Manufacturer-retailers include only those with 2 or more outlets.

<sup>1</sup>Value figures in this table are summations of revised corresponding figures published in the monthly M20C series. The proportion estimated for establishments not on the reporting panel varies by geographic area and does not exceed 20 percent except for Missouri and California. For the United States approximately 16 percent of the total value was estimated for 1972. In order to estimate quantity data, unit values were computed by geographic areas from the annual data collected on Census Form MA-20D. By applying these unit values to the corresponding value figures on the table, poundage data for each area were estimated. The reported quantities accounted for 84 percent of the estimated total.

Table 5.--CONFECTIONERY--SHIPMENTS, EXPORTS, IMPORTS, AND APPARENT CONSUMPTION: 1972 AND 1971

Manufacturers' shipments represent quantity and value (f.o.b. plant) of physical shipments, including interplant transfers, from establishments during each year. Export values are values at seaport, border point, or airport of exportation; they are based on selling price, including freight, insurance, and other charges to the port of exportation. Import values are generally the market values in the foreign country and exclude U.S. import duties, transportation, and insurance costs.

Total import values and unit prices of imported commodities would thus tend to be understated relative to domestic output. Because manufacturers' shipments of certain products may be used as materials for incorporation into other products, it may not be valid to compare exports and imports with shipments for combinations of product groups. See "Limitations on the Comparison of Export, Import, and Output Data."

Title	Year	Manufacturers' shipments		Exports of domestic merchandise <sup>1</sup>		Percent exports to manufacturers' shipments		Imports for consumption <sup>2</sup>		Calculated import duty	Apparent consumption <sup>3</sup>		Percent imports to apparent consumption	
		Quantity (1,000 pounds)	Value f.o.b. plant (\$1,000)	Quantity (1,000 pounds)	Value at port (\$1,000)	Quantity	Value	Quantity (1,000 pounds)	Value in foreign country (\$1,000)		Quantity (1,000 pounds)	Value (\$1,000)	Quantity	Value
Confectionery <sup>4</sup>	1972	3,793,233	1,976,899	26,141	11,954	0.70	0.60	150,500	59,396	3,982	3,917,592	2,021,341	3.84	2.93
	1971	3,870,271	1,974,302	18,900	7,871	0.49	0.40	108,581	39,812	3,192	3,959,952	2,006,243	2.74	1.98

<sup>1</sup>Source: Bureau of the Census Report FT 410, U.S. Exports Schedule B Commodity and Country. Schedule B numbers 0620115 and 0730020.

<sup>2</sup>Source: Bureau of the Census Report FT 210, U.S. Imports for Consumption and General Imports; SIC-based products and area. TSUSA codes, 1563020 and 1563040, 1571020, and 1571040.

<sup>3</sup>Apparent consumption is derived by subtracting exports from the total manufacturers' shipments plus imports.

<sup>4</sup>The import/export data shown in this table are directly related to the products reported on Current Industrial Report, M20C, Confectionery, Including Chocolate Products. Items such as fruit glazes, popcorn, nuts, etc. are excluded.

Table 6.--MONTHLY VALUE OF MANUFACTURERS' SALES OF CONFECTIONERY PRODUCTS: 1966 TO 1972

Year	January	February	March	April	May	June	July	August	September	October	November	December
FINAL SEASONALLY ADJUSTED SERIES												
1963.....	107	108	105	106	112	112	113	110	116	109	110	115
1964.....	122	115	107	116	115	110	115	118	116	122	116	118
1965.....	117	117	121	121	109	120	116	121	118	121	121	123
1966.....	119	122	124	125	129	130	115	130	132	136	138	138
1967.....	141	137	129	122	145	140	130	139	148	135	140	137
1968.....	144	141	144	145	144	142	146	145	151	150	150	148
1969.....	145	155	162	162	157	155	159	155	154	155	161	159
1970.....	158	167	163	142	154	160	159	159	164	159	155	163
1971.....	162	163	159	167	171	170	167	173	160	166	166	155
1972.....	165	150	157	155	166	163	165	185	168	157	169	182
ORIGINAL SERIES												
1963.....	114	110	106	94	89	83	75	95	155	148	133	119
1964.....	130	119	109	105	88	85	77	100	160	160	138	124
1965.....	120	120	125	110	83	95	76	106	163	156	146	128
1966.....	120	126	130	111	101	103	75	117	182	171	169	138
1967.....	146	143	136	106	116	112	84	127	199	172	170	134
1968.....	152	155	146	130	117	110	100	131	200	193	178	144
1969.....	155	165	161	147	125	122	111	140	207	199	185	158
1970.....	164	178	166	128	122	129	112	143	222	199	180	163
1971.....	166	174	164	150	135	139	115	160	215	204	195	157
1972.....	167	168	163	133	137	134	110	177	221	195	199	177
FINAL COMBINED FACTORS <sup>1</sup>												
1963.....	106,286	102,073	100,757	89,066	79,130	74,087	66,149	86,639	134,195	135,282	121,146	103,669
1964.....	106,702	103,721	101,485	90,246	76,576	77,231	67,137	84,981	138,414	131,305	119,405	105,367
1965.....	102,527	102,469	103,630	90,639	76,066	78,919	65,503	87,781	137,803	128,478	120,962	104,345
1966.....	101,164	103,163	104,448	88,873	78,348	79,396	65,075	90,157	137,431	125,292	122,447	100,099
1967.....	103,471	104,253	105,370	87,099	80,027	79,982	64,729	91,482	134,154	127,005	121,781	97,514
1968.....	105,352	109,698	101,052	89,869	81,282	77,194	68,479	90,328	132,716	129,054	118,663	97,513
1969.....	106,805	106,334	99,419	90,818	79,660	78,781	69,734	90,043	134,502	128,637	114,966	99,173
1970.....	103,887	106,830	101,584	90,246	79,328	80,541	70,417	89,826	135,464	124,824	116,052	100,160
1971.....	102,429	107,028	103,225	89,827	78,780	81,970	68,793	92,746	134,456	122,875	117,150	101,065
1972.....	100,970	111,775	104,140	85,642	82,559	82,113	66,861	95,872	131,374	124,026	117,928	97,120
COMBINED FINAL SEASONAL AND TRADING-DAY FACTORS ONLY, ONE YEAR AHEAD												
1973.....	105,555	107,226	101,195	86,768	83,416	80,433	68,616	96,452	128,366	126,422	117,740	95,834

<sup>1</sup>Seasonals combined with final trading-day and/or prior monthly factors.

Table 7.--AVERAGE PERCENTAGE CHANGES AND RELATED MEASURES FOR SERIES COMPONENTS

Item	Average percentage changes			Ratio of irregular component to cyclical component (I/C)	Numbers of months for cyclical dominance (MCD)	I/C for MCD span	Average duration of run			
	Seasonally adjusted series (CI)	Irregular component (I)	Cyclical component (C)				CI	I	C	MCD
Value of manufacturers' sales of confectionery products.....	3.51	3.47	.42	8.30	6	1.39	1.55	1.52	16.70	2.70

## LIMITATIONS ON THE COMPARISON OF EXPORT, IMPORT, AND DOMESTIC OUTPUT DATA

Generally, it is somewhat easier to find a reasonable statistical basis for a comparison of exports with domestic output than for a comparison of imports with domestic output. Aside from the differences in the basic commodity classifications used, there are a substantial number of imported commodities which are not produced in the United States or are produced in very small quantities. On the other hand, the merchandise exported from the United States is ordinarily produced in this country and reflects items important in output.

There are other problems affecting the comparability of the three sets of data. Differences in methods of valuation is perhaps the principal such problem. There may be elements of duplication in output data but not in imports or exports; low-value transactions are excluded from data for individual export and import commodity classifications; and a small portion of manufacturing output is not allocated to detailed commodity lines. All of these factors affect comparability to some degree. For these reasons the relationships shown in this report should be considered as only approximations.

(a) Valuation.--Domestic producers' shipments, or production, are usually valued at the point of production--the factory, mine, or farm.

On the other hand, exports are by definition valued at the point of exportation--seaport, border point, or airport. Export values are the selling price, or cost if not sold, and include expenditures for freight, insurance, and other charges to the export point.

Further, the exporters' trade margin above costs increases the export values compared with producers' values. Information on the magnitude of this incremental margin on a commodity-by-commodity basis is not available.

The dollar value shown for imports in the basic statistics is defined ordinarily as the market value in the foreign country and excludes U.S. import duties, transportation, insurance, and other costs. In actual practice only the values reported for imports subject to an ad valorem rate of duty (accounting for 10 to 15 percent of total imports) tend to conform to this definition. For other imports, the reported values may inadvertently include ocean freight; intracompany shipments may reflect arbitrary values; etc.

Thus, import values tend to understate the unit prices at which imported goods are sold in the U.S. market, in that they do not cover transportation, insurance costs, import duties, and other costs. By the same token, the total value of imports relative to domestic output tends to be understated if viewed at the point of entry into the U.S. market. The calculated value of import duties is shown separately for each commodity line in the table,

but sufficient information is not available on the transportation, insurance, and other costs for individual commodities for those costs to be shown in this report.

(b) Duplication in quantity and value of output.--Because producers' shipments of some commodities may be used as materials for incorporation into other commodities, combinations of data for such commodities may contain a certain amount of duplication. Thus, percentages of exports to output or imports to apparent consumption (output plus imports minus exports) at 4-digit or broader levels may be understated.

Where the duplication is known to be substantial, the output data are appropriately noted in the table.

(c) Low-value export and import transactions.--Commodity information is not shown for individual imports valued under \$251. For exports, commodity information is not reported for shipments individually valued under \$251 effective October 1969 and for shipments valued under \$100 prior to October 1969. This is believed to have only negligible effect on the statistics for the bulk of the commodities.

(d) Manufacturers' shipments, not specified by kind.--The value of manufacturers' shipments at the 4-digit commodity level often includes a small amount which is not distributed among the individual 5-digit product classes. Export and import percentages at the more detailed levels might thus be slightly overstated.

(e) Time lag between output and exports.--There will sometimes be a lag between the time a commodity is produced or shipped by the producer and the time it is actually exported. The time lag will usually be greater if the merchandise moves through intermediaries (wholesalers, exporters) rather than directly from producers into the export market. Ordinarily, this type of discrepancy would not be very important in annual figures.

(f) "Direct" vs "total" commodity exports.--The commodity export data in this report represent direct exports of those commodities. They do not include the exports of the commodities which are incorporated into other, more finished products and exported in finished form. Thus, by showing only direct exports, the relation of exports to output for intermediate products, such as steel shapes and forms, is considerably understated. The figure for steel exported as such, does not include steel incorporated in automobiles, tractors, etc., which are also exported.

(g) Used commodities.--With a few exceptions, used or rebuilt commodities are classified in the same import or export codes as is new merchandise. Percentages are thus overstated to the extent that used or rebuilt products are significant in trade.





**U.S. DEPARTMENT OF COMMERCE**  
**Social and Economic Statistics Administration**  
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## CURRENT INDUSTRIAL REPORTS

Confectionery, Including  
Chocolate Products

January 1973



U. S. DEPARTMENT OF COMMERCE • Social and Economic Statistics Administration • BUREAU OF THE CENSUS

March 1973

SERIES: M20C(73)-1

The statistics in this publication are based on a survey of manufacturers and represent the entire U.S. sales of confectionery by manufacturing establishments except in table 2. Estimates are included for establishments whose reports were not received in time for tabulation. A more complete description of the survey appears on pages 5 and 6.

Table 1. Summary of Manufacturers' Net Sales of Confectionery: 1971 to 1973

(Millions of dollars)

Month and year	Total <sup>1</sup> (seasonally adjusted)	Total <sup>1</sup> (unadjusted)
<b>1973</b>		
January.....	178	188
<b>1972</b>		
December.....	181	172
November.....	169	199
October.....	157	195
September.....	168	221
August.....	185	177
July.....	165	110
June.....	163	134
May.....	166	137
April.....	155	133
March.....	157	163
February.....	150	168
January.....	165	167
<b>1971</b>		
December.....	155	157
November.....	166	195
October.....	166	204
September.....	160	215
August.....	173	160
July.....	167	115
June.....	170	139
May.....	171	135
April <sup>2</sup> .....	167	150
March <sup>2</sup> .....	159	164
February <sup>2</sup> .....	163	174
January <sup>2</sup> .....	162	166

<sup>1</sup>Data include manufacturer-retailers.

<sup>2</sup>A comparison of reports submitted by respondents on both the monthly and annual survey panels has indicated that a number of companies have misreported. The revisions shown above have resulted from this review. The total change to the annual study for 1971 is considered to be statistically insignificant and will be included in the report for 1972.

Note: The seasonal adjustment to the data appearing in Table 1 has been updated to account for the monthly data published for 1972. Shown below are the projected year ahead seasonal adjustment factors to be used in adjusting data for 1973. A copy of the computer output showing the effect on the entire series (1959-1972) of the inclusion of 1972 data is available upon request. For further information about seasonal adjustment refer to the last page of this publication.

## COMBINED FINAL SEASONAL AND TRADING DAY FACTORS ONE YEAR AHEAD--1973

Item	January	February	March	April	May	June	July	August	September	October	November	December
Total sales of confectionery.	105.555	107.226	101.195	86.768	83.416	80.433	68.616	96.452	128.366	126.422	117.740	95.834

TABLE 2.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS,  
BY KIND OF BUSINESS AND GEOGRAPHIC AREA

ITEM	JANUARY 1973	DECEMBER 1972
	SALES (\$1,000)	SALES (\$1,000)
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA:		
UNITED STATES TOTAL . . . . .	179 807	153 259
NEW ENGLAND . . . . .	12 473	10 893
MIDDLE ATLANTIC . . . . .	86 725	66 109
NEW YORK AND NEW JERSEY . . . . .	23 078	22 733
PENNSYLVANIA . . . . .	63 647	43 376
EAST NORTH CENTRAL . . . . .	42 012	39 456
ILLINOIS . . . . .	32 632	30 851
OHIO AND INDIANA . . . . .	6 037	7 000
MICHIGAN AND WISCONSIN . . . . .	3 343	1 605
WEST NORTH CENTRAL . . . . .	4 516	4 592
MINNESOTA, KANSAS, S. DAKOTA & NEBRASKA . . . . .	2 729	3 144
IOWA AND MISSOURI . . . . .	1 787	1 448
SOUTH ATLANTIC . . . . .	10 517	10 397
MARYLAND, DISTRICT OF COLUMBIA, VIRGINIA, WEST VIRGINIA, NORTH CAROLINA, AND SOUTH CAROLINA . . . . .	5 818	6 133
GEORGIA AND FLORIDA . . . . .	4 699	4 264
EAST SOUTH CENTRAL (KENTUCKY, TENNESSEE, ALABAMA, AND MISSISSIPPI) . . . . .	1 640	1 795
WEST SOUTH CENTRAL (ARKANSAS, LOUISIANA, OKLAHOMA, AND TEXAS) . . . . .	6 280	5 605
MOUNTAIN (ARIZONA, COLORADO, IDAHO, NEW MEXICO, AND UTAH) . . . . .	2 772	3 617
PACIFIC . . . . .	12 872	<sup>r</sup> 10 795
CALIFORNIA . . . . .	11 864	<sup>r</sup> 9 736
WASHINGTON AND OREGON . . . . .	1 008	1 059

<sup>r</sup>REVISED BY 5 PERCENT OR MORE FROM PREVIOUSLY PUBLISHED  
FIGURES.

TABLE 3.--PONDAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS,  
BY TYPE OF CONFECTIONERY

SIC CODE	TYPE OF PRODUCT	JANUARY 1973		DECEMBER 1972	
		QUANTITY - THOUSAND POUNDS	VALUE - THOUSAND DOLLARS	QUANTITY - THOUSAND POUNDS	VALUE - THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS. . . . .	201 274	119 207	177 348	96 314
	PACKAGE GOODS MADE TO RETAIL AT:				
2065324	\$1.00 OR MORE PER POUND . . . . .	15 136	20 664	13 562	16 074
2065351	\$0.50 TO \$0.99 PER POUND . . . . .	30 892	17 193	25 959	13 985
2065371	LESS THAN \$0.50 PER POUND . . . . .	28 720	7 862	36 603	9 314
2060114	BAR GOODS. . . . .	89 118	57 253	63 571	37 860
2065201	5 CENT AND 10 CENT SPECIALTIES . . . . .	14 186	8 047	19 245	12 727
2060121	BULK GOODS, INCLUDING PENNY GOODS. . . . .	23 222	8 188	18 408	6 354

Note: The product codes in this publication are based on the Standard Industrial Classification (SIC) as revised in the 1972 edition. The new product codes are shown in the above table. A comparison of old and new codes is shown below for your convenience in comparing prior periods' data.

Product code based  
on 1967 SIC

2070121  
2070114  
2071201  
2071324  
2071351  
2071371

Product code based  
on 1972 SIC

2060121  
2060114  
2065201  
2065324  
2065351  
2065371

Table 4.--EXPORTS OF CONFECTIONERY PRODUCTS

Country to which exported	January		December		1 month through January	
	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)
Confectionery, except chewing gum, not containing cocoa (0620115)						
Total.....	978	353	1,297	477	978	353
Canada.....	139	55	191	89	139	55
Mexico.....	372	92	512	127	372	92
Panama.....	18	10	32	10	18	10
Bermuda.....	15	10	6	4	15	10
Bahamas.....	22	14	19	6	22	14
Haiti.....	13	6	( <sup>1</sup> )	( <sup>1</sup> )	13	6
Netherlands Antilles.....	8	5	24	11	8	5
Sweden.....	28	9	-	-	28	9
Belgium.....	18	5	( <sup>1</sup> )	( <sup>1</sup> )	18	5
West Germany.....	95	22	5	2	95	22
Greece.....	19	10	-	-	19	10
Indonesia.....	12	4	( <sup>1</sup> )	( <sup>1</sup> )	12	4
Hong Kong.....	28	12	68	24	28	12
Japan.....	56	29	( <sup>1</sup> )	( <sup>1</sup> )	56	29
Other.....	135	70	440	204	135	70
Confectionery containing cocoa or chocolate (0730020)						
Total.....	1,315	722	1,040	643	1,315	722
Canada.....	267	132	329	158	267	132
Mexico.....	25	17	37	22	25	17
Panama.....	47	24	( <sup>1</sup> )	( <sup>1</sup> )	47	24
Bermuda.....	21	14	( <sup>1</sup> )	( <sup>1</sup> )	21	14
Bahamas.....	33	17	12	5	33	17
United Kingdom.....	471	213	( <sup>1</sup> )	( <sup>1</sup> )	471	213
Italy.....	15	2	( <sup>1</sup> )	( <sup>1</sup> )	15	2
Japan.....	392	268	( <sup>1</sup> )	( <sup>1</sup> )	392	268
Other.....	44	35	662	458	44	35

Note: Data in this table are taken from Foreign Trade publication FT 410 U.S. Exports. The Schedule B codes are: 0620115, confectionery not containing chocolate; 0730020, confectionery containing chocolate.

- Represents zero.

<sup>1</sup>Included with other.

Table 5.--IMPORTS OF CONFECTIONERY PRODUCTS

Country of origin	January		December		1 month through January 1973	
	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)
Chocolate, sweetened, except bars and blocks of 10 pounds or more (TSUSA codes 1563020 and 1563040)						
TOTAL.....	5,308	2,093	5,041	1,552	5,308	2,093
Canada.....	1,403	565	377	144	1,403	565
Dominican Republic.....	154	21	206	30	154	21
United Kingdom.....	929	337	950	282	929	337
Ireland.....	1,366	303	2,494	545	1,366	303
Netherlands.....	280	241	252	185	280	241
Belgium.....	179	74	178	67	179	74
West Germany.....	725	336	412	181	725	336
Switzerland.....	42	56	59	52	42	56
Italy.....	88	76	22	26	88	76
Israel.....	69	50	4	2	69	50
Other.....	73	34	87	38	73	34
Candy and other confectionery, n.e.s., not containing cocoa or chocolate (TSUSA code 1571020)						
TOTAL.....	6,849	2,579	6,714	2,545	6,849	2,579
Canada.....	187	70	274	103	187	70
Columbia.....	536	94	393	80	536	94
Argentina.....	466	102	( <sup>1</sup> )	( <sup>1</sup> )	466	102
Sweden.....	201	61	372	120	201	61
Finland.....	36	7	59	19	36	7
Denmark.....	275	83	247	76	275	83
United Kingdom.....	2,983	947	2,762	796	2,983	947
Netherlands.....	307	105	274	88	307	105
Belgium.....	206	97	257	121	206	97
West Germany.....	60	31	73	36	60	31
Austria.....	71	41	73	33	71	41
Switzerland.....	30	14	( <sup>1</sup> )	( <sup>1</sup> )	30	14
Poland.....	110	19	81	15	110	19
Spain.....	14	2	91	108	14	2
Italy.....	641	674	606	600	641	674
Yugoslavia.....	29	17	( <sup>1</sup> )	( <sup>1</sup> )	29	17
Israel.....	191	45	( <sup>1</sup> )	( <sup>1</sup> )	191	45
Hong Kong.....	233	50	( <sup>1</sup> )	( <sup>1</sup> )	233	50
Japan.....	75	39	( <sup>1</sup> )	( <sup>1</sup> )	75	39
Other.....	198	81	1,152	350	198	81
Candy and other confectionery, n.e.s., containing cocoa or chocolate (TSUSA code 1571040)						
TOTAL.....	3,139	1,602	1,872	1,056	3,139	1,602
Canada.....	387	224	341	185	387	224
Mexico.....	64	23	( <sup>1</sup> )	( <sup>1</sup> )	64	23
United Kingdom.....	1,991	967	533	269	1,991	967
Netherlands.....	48	42	( <sup>1</sup> )	( <sup>1</sup> )	48	42
France.....	54	40	( <sup>1</sup> )	( <sup>1</sup> )	54	40
West Germany.....	286	136	229	101	286	136
Switzerland.....	48	39	256	209	48	39
Italy.....	5	4	35	28	5	4
Israel.....	91	35	( <sup>1</sup> )	( <sup>1</sup> )	91	35
Other.....	165	92	478	264	165	92

n.e.s. Not elsewhere specified.

- Represents zero.

<sup>1</sup>Included with other.

## DESCRIPTION OF SURVEY

The statistics in this publication were collected on census Form M20C.1, "Monthly Confectionery Survey by Type of Confectionery," and census Form M20C.2, "Monthly Confectionery Survey" from a sample of approximately 330 confectionery manufacturing establishments which account for approximately 90 percent of the total U.S. manufacturers' sales of confectionery products. The proportion estimated for the establishments which are not on the reporting panel varies by State and is based on their sales as reported in the 1967 Census of Manufactures.

The statistics presented in table 1 represent industry total sales figures which are based on the combined monthly sales totals reported by the panel and which include estimates.

Approximately 250 of the respondents are mailed Form M20C.2 on which the total monthly sales figures is the only item reported. The remaining establishments on the panel, which form a group of about 80 of the large manufacturer-wholesaler and chocolate-manufacturing concerns, report on Form M20C.1 on which detail by type of confectionery is requested in addition to the total sales figure. Aggregate figures for this group are presented in table 2. Comparison of table with the second column of table 1 shows that the respondents of Form M20C.1 account for 55 to 60 percent of the total estimated sales.

The current month's figures include estimates for respondents in the reporting panel whose reports were not received in time for tabulation as well as for small respondents excluded from the panel. Missing figures for companies in the reporting panel are imputed from the month-to-month movements shown by reporting firms. The overall imputation rate is generally limited to 25 percent, including about 10 percent for small respondents excluded from the monthly panel. Individual items with higher imputation rates are footnoted.

The imputation rate is not an explicit indicator of the potential error in published figures due to nonresponse, both because the actual monthly movements for nonrespondents may or may not closely agree with the imputed movements, and because the estimates for nonpanel cases may not reflect their current activity. The probable range of difference between the actual and imputed figures is unknown. The degree of uncertainty regarding the accuracy of the data, however, increases as the percentage of imputation increases. Figures with imputation rates above

25 percent, particularly, should be used with caution.

Statistics for previous months may be revised, due to receipt of corrected data from respondents, including late reports for which estimates were made, and other corrections. Figures which were revised significantly are indicated by footnotes.

## REPORTING PERIOD ADJUSTMENT

Beginning January 1971 the data were adjusted for number of working days in the reporting period to compensate for differences in individual company reporting patterns (i.e. calendar month, 4-week, 5-week periods). Based on a study of large confectionery manufacturers, it has been determined that the calendar month accounting system prevails in the industry. Hence, adjustments have been made to those reporting on other than a calendar month basis.

## SEASONAL ADJUSTMENT

This report presents seasonally adjusted data in table 1. The seasonal adjustment program largely eliminates the effect normal seasonal variations (including variations due to vacations, weather, etc.) and measured over the time period for which the data were used. The resulting information thus provides a better measure than the original data of the month-to-month variations which are due to factors that are not associated with a repetitive seasonal pattern. This program is amply described in the literature on this method.

## RELATED REPORTS

An annual Current Industrial Report which includes only summary data is published in this series. This report consists partly of totals from the monthly reports and partly of data obtained as the result of a joint survey by the Bureau of the Census and Bureau of Domestic Commerce. In this joint undertaking, various statistics on confectionery are collected on census form MA-20D. The results of the survey are published in detail in a report entitled, "Confectionery Manufacturers, Sales and Distribution" published by the Bureau of Domestic Commerce.

## EXPLANATION OF TERMS

Manufacturer - wholesalers--Confectionery manufacturing establishments which sell primarily to wholesalers or retailers. This category includes chocolate manufacturers.

Manufacturer-retailers--Confectionery manufacturing establishments which sell primarily through their own retail outlets. Establishments which have only one retail outlet are not classified in manufacturing.

Sales--Manufacturer-wholesaler and chocolate-manufacturer sales represent f.o.b. plant value and exclude resales of goods purchased from other manufacturers or received from other plants of the reporting company.

Sales of manufacturer-retailers represent the value of goods transferred to retail outlets; they are approximately the commercial wholesale sales value and not the retail price to the consumer.

Products--In this survey, data are collected only for consumer type confectionery goods. Such data exclude cough drops, medicated candy, chewing gum, roasted peanuts, unsweetened popcorn, and fountain syrup.

Bar goods--Bar goods includes plain, coated and molded bars with or without nuts which are wrapped with not more than two pieces to the individual consumer-unit; the consumer-units are retailed separately or in economy packages.

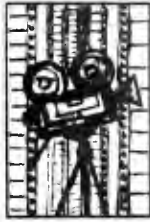
Bulk goods--Bulk goods includes penny goods, hard candies, coated nuts, peanut brittle, unpackaged chocolates, etc., usually wholesaled in containers over 5 pounds and weighted out by the retailer to be sold by the pound or fraction thereof.

5-cent and 10-cent specialties--These are confectionery items of more than two pieces to the individual consumer-unit and novelty items, intended to retail at the above prices. Rolls or packets of mints, fruit drops, holiday novelties, candy toys and similar types of confections are included but cough drops and chewing gum are excluded.

Packaged goods--This includes assorted chocolate and other confections packaged in consumer-type boxes, bags, window-boxes, etc., designed to retail at \$1 or more, 50 cents to 99 cents, and less than 50 cents per pound. Miniature bars are included here as are packages of marshmallows, sugar coated popcorn, and similar packaged confections.

# 1972 economic censuses

Conducted in 1973 by the Bureau of the Census



## BUSINESSMEN - MANUFACTURERS - CONSTRUCTION FIRMS

The Economic Censuses are **for** you  
... **by** you ... **about** you

**You** need the results (The basic information about your industry comes from the Economic Censuses)

**We** (The Bureau of the Census) collect the data (to tell you about the latest developments in your industry)

The sooner **you** get answers to the Census Bureau  
The sooner **you** can use the data to **your** advantage

Fill out your questionnaire **now**  
Mail it to The Bureau of the Census **now**

It's **Your** Census ... It's **Your** Duty ...

**Confidential by Law — which protects the privacy of all  
information reported to the Census Bureau**

U.S. DEPARTMENT OF COMMERCE  
Social and Economic Statistics Administration  
BUREAU OF THE CENSUS

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# CURRENT INDUSTRIAL REPORTS

## Confectionery, Including Chocolate Products

February 1973



U. S. DEPARTMENT OF COMMERCE • Social and Economic Statistics Administration • BUREAU OF THE CENSUS

April 1973

SERIES: M20C(73)-2

The statistics in this publication are based on a survey of manufacturers and represent the entire U.S. sales of confectionery by manufacturing establishments except in table 2. Estimates are included for establishments whose reports were not received in time for tabulation. A more complete description of the survey appears on pages 5 and 6.

Table 1. Summary of Manufacturers' Net Sales of Confectionery: 1971 to 1973

(Millions of dollars)

Month and year	Total <sup>1</sup> (seasonally adjusted)	Total <sup>1</sup> (unadjusted)
1973		
February.....	166	179
January.....	179	189
1972		
December.....	181	172
November.....	169	199
October.....	157	195
September.....	168	221
August.....	185	177
July.....	165	110
June.....	163	134
May.....	166	137
April.....	155	133
March.....	157	163
February.....	150	168
January.....	165	167
1971		
December.....	155	157
November.....	166	195
October.....	166	204
September.....	160	215
August.....	173	160
July.....	167	115
June.....	170	139
May.....	171	135
April <sup>2</sup> .....	167	150
March <sup>2</sup> .....	159	164
February <sup>2</sup> .....	163	174

<sup>1</sup>Data include manufacturer-retailers.

<sup>2</sup>A comparison of reports submitted by respondents on both the monthly and annual survey panels has indicated that a number of companies have misreported. The revisions shown above have resulted from this review. The total change to the annual study for 1971 is considered to be statistically insignificant and will be included in the report for 1972.

TABLE 2.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS,  
BY KIND OF BUSINESS AND GEOGRAPHIC AREA

ITEM	FEBRUARY 1973	JANUARY 1973
	SALES (\$1,000)	SALES (\$1,000)
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA:		
UNITED STATES TOTAL . . . . .	172,533	181,835
NEW ENGLAND . . . . .	11,821	12,209
MIDDLE ATLANTIC . . . . .	77,339	88,108
NEW YORK AND NEW JERSEY . . . . .	27,626	23,952
PENNSYLVANIA . . . . .	49,713	64,156
EAST NORTH CENTRAL . . . . .	48,630	42,714
ILLINOIS . . . . .	39,820	33,717
OHIO AND INDIANA . . . . .	6,818	5,936
MICHIGAN AND WISCONSIN . . . . .	1,992	3,061
WEST NORTH CENTRAL . . . . .	4,630	4,516
MINNESOTA, KANSAS, S. DAKOTA & NEBRASKA . . . . .	2,659	2,729
IOWA AND MISSOURI . . . . .	1,971	1,787
SOUTH ATLANTIC . . . . .	9,173	10,410
MARYLAND, DISTRICT OF COLUMBIA, VIRGINIA, WEST VIRGINIA, NORTH CAROLINA, AND SOUTH CAROLINA . . . . .	4,374	5,931
GEORGIA AND FLORIDA . . . . .	4,799	4,479
EAST SOUTH CENTRAL (KENTUCKY, TENNESSEE, ALABAMA, AND MISSISSIPPI) . . . . .	2,641	2,177
WEST SOUTH CENTRAL (ARKANSAS, LOUISIANA, OKLAHOMA, AND TEXAS) . . . . .	4,773	6,300
MOUNTAIN (ARIZONA, COLORADO, IDAHO, NEW MEXICO, AND UTAH) . . . . .	1,701	2,768
PACIFIC . . . . .	11,825	12,633
CALIFORNIA . . . . .	10,634	11,485
WASHINGTON AND OREGON . . . . .	1,191	1,148

TABLE 3.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS,  
BY TYPE OF CONFECTIONERY

SIC CODE	TYPE OF PRODUCT	FEBRUARY 1973		JANUARY 1973	
		QUANTITY THOUSAND POUNDS	VALUE THOUSAND DOLLARS	QUANTITY THOUSAND POUNDS	VALUE THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS . . . . .	197,225	107,138	193,341	118,558
	PACKAGE GOODS MADE TO RETAIL AT:				
2065324	\$1.00 OR MORE PER POUND . . . . .	9,477	10,046	15,085	20,588
2065351	\$0.50 TO \$0.99 PER POUND . . . . .	38,533	21,134	30,944	17,190
2065371	LESS THAN \$0.50 PER POUND . . . . .	36,103	11,255	28,943	8,211
2060114	BAR GOODS . . . . .	72,757	44,722	81,366	55,481
2065201	5 CENT AND 10 CENT SPECIALTIES . . . . .	18,998	12,348	14,489	9,139
2060121	BULK GOODS, INCLUDING PENNY GOODS . . . . .	21,357	7,633	22,514	7,949

Table 4.--EXPORTS OF CONFECTIONERY PRODUCTS

Country to which exported	February		January		2 months through February	
	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)
Confectionery, except chewing gum, not containing cocoa (0620115)						
Total.....	1,459	451	978	353	2,437	804
Canada.....	240	83	139	55	379	138
Mexico.....	294	69	372	92	666	161
Panama.....	31	16	18	10	49	26
Bermuda.....	15	10	15	10	30	20
Bahamas.....	41	23	22	14	63	37
Haiti.....	5	2	13	6	18	8
Netherlands Antilles.....	44	21	8	5	52	26
Sweden.....	2	2	28	9	30	11
United Kingdom.....	470	68	2	2	472	70
Belgium.....	-	-	18	5	18	5
West Germany.....	-	-	95	22	95	22
Greece.....	21	10	19	10	40	20
Indonesia.....	11	3	12	4	23	7
Hong Kong.....	30	11	28	12	58	23
Japan.....	99	51	56	29	155	80
Other.....	156	82	133	68	289	150
Confectionery containing cocoa or chocolate (0730020)						
Total.....	1,488	813	1,315	722	2,803	1,535
Canada.....	632	310	267	132	899	442
Mexico.....	52	26	25	17	77	43
Panama.....	58	29	47	24	105	53
Bermuda.....	2	2	21	14	23	16
Bahamas.....	34	16	33	17	67	33
United Kingdom.....	134	67	471	213	605	280
Italy.....	-	-	15	2	15	2
Japan.....	393	291	392	268	785	559
Other.....	183	72	44	35	227	107

Note: Data in this table are taken from Foreign Trade publication FT 410 U.S. Exports. The Schedule B codes are: 0620115, confectionery not containing chocolate; 0730020, confectionery containing chocolate.

<sup>1</sup>Included with other.

Table 5.--IMPORTS OF CONFECTIONERY PRODUCTS

Country of origin	February		January		2 months through February 1973	
	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)
Chocolate, sweetened, except bars and blocks of 10 pounds or more (TSUSA codes 1563020 and 1563040)						
TOTAL.....	3,811	1,611	5,308	2,093	9,119	3,704
Canada.....	2,225	876	1,403	565	3,628	1,441
Dominican Republic.....	84	12	154	21	238	33
United Kingdom.....	425	170	929	337	1,354	507
Ireland.....	388	80	1,366	303	1,754	383
Netherlands.....	55	47	280	241	335	288
Belgium.....	165	75	179	74	344	149
West Germany.....	99	108	725	336	824	444
Switzerland.....	33	34	42	56	75	90
Italy.....	61	69	88	76	149	145
Israel.....	105	59	69	50	174	109
Other.....	171	81	73	34	244	115
Candy and other confectionery, n.e.s., not containing cocoa or chocolate (TSUSA code 1571020)						
TOTAL.....	6,403	2,406	6,849	2,579	13,252	4,985
Canada.....	280	76	187	70	467	146
Columbia.....	443	81	536	94	979	175
Argentina.....	425	88	466	102	891	190
Sweden.....	478	144	201	61	679	205
Finland.....	43	13	36	7	79	20
Denmark.....	350	104	275	83	625	187
United Kingdom.....	2,382	771	2,983	947	5,365	1,718
Netherlands.....	329	105	307	105	636	210
Belgium.....	163	73	206	97	369	170
West Germany.....	85	43	60	31	145	74
Austria.....	53	33	71	41	124	74
Switzerland.....	41	33	30	14	71	47
Poland.....	151	31	110	19	261	50
Spain.....	2	1	14	2	16	3
Italy.....	595	567	641	674	1,236	1,241
Yugoslavia.....	9	5	29	17	38	22
Israel.....	90	31	191	45	281	76
Hong Kong.....	81	33	233	50	314	83
Japan.....	54	36	75	39	129	75
Other.....	349	138	198	81	547	219
Candy and other confectionery, n.e.s., containing cocoa or chocolate (TSUSA code 1571040)						
TOTAL.....	2,175	1,243	3,139	1,602	5,314	2,845
Canada.....	856	491	387	224	1,243	715
Mexico.....	29	13	64	23	93	36
United Kingdom.....	657	302	1,991	967	2,648	1,269
Netherlands.....	82	65	48	42	130	107
France.....	78	53	54	40	132	93
West Germany.....	94	66	286	136	380	202
Switzerland.....	110	91	48	39	158	130
Italy.....	23	50	5	4	28	54
Israel.....	39	21	91	35	130	56
Other.....	207	91	165	92	372	183

n.e.s. Not elsewhere specified.

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## DESCRIPTION OF SURVEY

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This report presents seasonally adjusted data in table 1. The seasonal adjustment program largely eliminates the effect normal seasonal variations (including variations due to vacations, weather, etc.) and measured over the time period for which the data were used. The resulting information thus provides a better measure than the original data of the month-to-month variations which are due to factors that are not associated with a repetitive seasonal pattern. This program is amply described in the literature on this method.

## RELATED REPORTS

An annual Current Industrial Report which includes only summary data is published in this series. This report consists partly of totals from the monthly reports and partly of data obtained as the result of a joint survey by the Bureau of the Census and Bureau of Domestic Commerce. In this joint undertaking, various statistics on confectionery are collected on census form MA-20D. The results of the survey are published in detail in a report entitled, "Confectionery Manufacturers, Sales and Distribution" published by the Bureau of Domestic Commerce.

## EXPLANATION OF TERMS

Manufacturer - wholesalers--Confectionery manufacturing establishments which sell primarily to wholesalers or retailers. This category includes chocolate manufacturers.

Manufacturer-retailers--Confectionery manufacturing establishments which sell primarily through their own retail outlets. Establishments which have only one retail outlet are not classified in manufacturing.

Sales--Manufacturer-wholesaler and chocolate-manufacturer sales represent f.o.b. plant value and exclude resales of goods purchased from other manufacturers or received from other plants of the reporting company.

Sales of manufacturer-retailers represent the value of goods transferred to retail outlets; they are approximately the commercial wholesale sales value and not the retail price to the consumer.

Products--In this survey, data are collected only for consumer type confectionery goods. Such data exclude cough drops, medicated candy, chewing gum, roasted peanuts, unsweetened popcorn, and fountain syrup.

Bar goods--Bar goods includes plain, coated and molded bars with or without nuts which are wrapped with not more than two pieces to the individual consumer-unit; the consumer-units are retailed separately or in economy packages.

Bulk goods--Bulk goods includes penny goods, hard candies, coated nuts, peanut brittle, unpackaged chocolates, etc., usually wholesaled in containers over 5 pounds and weighted out by the retailer to be sold by the pound or fraction thereof.

5-cent and 10-cent specialties--These are confectionery items of more than two pieces to the individual consumer-unit and novelty items, intended to retail at the above prices. Rolls or packets of mints, fruit drops, holiday novelties, candy toys and similar types of confections are included but cough drops and chewing gum are excluded.

Packaged goods--This includes assorted chocolate and other confections packaged in consumer-type boxes, bags, window-boxes, etc., designed to retail at \$1 or more, 50 cents to 99 cents, and less than 50 cents per pound. Miniature bars are included here as are packages of marshmallows, sugar coated popcorn, and similar packaged confections.

# 1972 economic censuses

Conducted in 1973 by the Bureau of the Census



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# Confectionery, Including Chocolate Products

March 1973



U. S. DEPARTMENT OF COMMERCE • Social and Economic Statistics Administration • BUREAU OF THE CENSUS

June 1973

SERIES: M20C(73)-3

The statistics in this publication are based on a survey of manufacturers and represent the entire U.S. sales of confectionery by manufacturing establishments except in table 2. Estimates are included for establishments whose reports were not received in time for tabulation. A more complete description of the survey appears on pages 5 and 6.

Table 1. **Summary of Manufacturers' Net Sales of Confectionery: 1971 to 1973**

(Millions of dollars)

Month and year	Total <sup>1</sup> (seasonally adjusted)	Total <sup>1</sup> (unadjusted)
1973		
March.....	187	183
February.....	166	172
January.....	179	184
1972		
December.....	181	172
November.....	169	199
October.....	157	195
September.....	168	221
August.....	185	177
July.....	165	110
June.....	163	134
May.....	166	137
April.....	155	133
March.....	157	163
February.....	150	168
January.....	165	167
1971		
December.....	155	157
November.....	166	195
October.....	166	204
September.....	160	215
August.....	173	160
July.....	167	115
June.....	170	139
May.....	171	135
April <sup>2</sup> .....	167	150
March <sup>2</sup> .....	159	164

<sup>1</sup>Data include manufacturer-retailers.

<sup>2</sup>A comparison of reports submitted by respondents on both the monthly and annual survey panels has indicated that a number of companies have misreported. The revisions shown above have resulted from this review. The total change to the annual study for 1971 is considered to be statistically insignificant and will be included in the report for 1972.

TABLE 2.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS:  
BY KIND OF BUSINESS AND GEOGRAPHIC AREA

ITEM	MARCH 1973	FEBRUARY 1973	JANUARY <sup>T</sup> 1973
	SALES (\$1,000)	SALES (\$1,000)	SALES (\$1,000)
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA:			
UNITED STATES TOTAL . . . . .	176,376	164,136	176,636
NEW ENGLAND . . . . .	12,085	12,195	11,883
MIDDLE ATLANTIC . . . . .	74,613	71,437	84,989
NEW YORK AND NEW JERSEY . . . . .	28,593	24,620	22,974
PENNSYLVANIA . . . . .	46,020	46,817	62,015
EAST NORTH CENTRAL . . . . .	52,685	48,348	41,577
ILLINOIS . . . . .	43,696	11,078	33,717
OHIO AND INDIANA . . . . .	6,608	5,570	4,799
MICHIGAN AND WISCONSIN . . . . .	2,381	1,700	3,061
WEST NORTH CENTRAL . . . . .	5,447	4,716	4,516
MINNESOTA, KANSAS, S. DAKOTA & NEBRASKA . . . . .	3,183	2,745	2,729
IOWA AND MISSOURI . . . . .	2,264	1,971	1,787
SOUTH ATLANTIC . . . . .	10,315	8,393	9,793
MARYLAND, DISTRICT OF COLUMBIA, VIRGINIA, WEST VIRGINIA, NORTH CAROLINA, AND SOUTH CAROLINA . . . . .	5,672	4,368	5,931
GEORGIA AND FLORIDA . . . . .	4,643	4,025	3,862
EAST SOUTH CENTRAL (KENTUCKY, TENNESSEE, ALABAMA, AND MISSISSIPPI) . . . . .	1,580	1,403	2,177
WEST SOUTH CENTRAL (ARKANSAS, LOUISIANA, OKLAHOMA, AND TEXAS) . . . . .	6,020	4,773	6,300
MOUNTAIN (ARIZONA, COLORADO, IDAHO, NEW MEXICO, AND UTAH) . . . . .	1,942	1,701	2,768
PACIFIC . . . . .	11,689	11,170	12,633
CALIFORNIA . . . . .	11,103	10,432	11,485
WASHINGTON AND OREGON . . . . .	586	738	1,148

<sup>T</sup>Revised from previously published figures.

TABLE 3.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS:  
BY TYPE OF CONFECTIONERY

SIC CODE	TYPE OF PRODUCT	MARCH 1973		FEBRUARY 1973	
		QUANTITY - THOUSAND POUNDS	VALUE - THOUSAND DOLLARS	QUANTITY - THOUSAND POUNDS	VALUE - THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS . . . . .	217,334	113,920	204,078	105,895
	PACKAGE GOODS MADE TO RETAIL AT:				
2065324	\$1.00 OR MORE PER POUND . . . . .	10,158	10,866	9,540	10,129
2065351	\$0.50 TO \$0.99 PER POUND . . . . .	42,772	23,513	39,017	21,412
2065371	LESS THAN \$0.50 PER POUND . . . . .	40,532	12,410	35,108	11,168
2060114	BAR GOODS . . . . .	76,436	45,244	76,847	42,192
2065201	5 CENT AND 10 CENT SPECIALTIES . . . . .	24,602	13,724	20,292	12,784
2060121	BULK GOODS, INCLUDING PENNY GOODS . . . . .	22,834	8,163	23,274	8,210

Table 4.--EXPORTS OF CONFECTIONERY PRODUCTS

Country to which exported	March		February		3 months through March	
	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)
Confectionery, except chewing gum, not containing cocoa (0620115)						
Total.....	1,309	528	1,459	451	3,746	1,332
Canada.....	342	130	240	83	721	268
Mexico.....	399	107	294	69	1,065	268
Panama.....	38	19	31	16	87	45
Bermuda.....	20	11	15	10	50	31
Bahamas.....	33	23	41	23	96	60
Haiti.....	24	8	5	2	42	16
Netherlands Antilles.....	38	14	44	21	90	40
Sweden.....	16	9	2	2	46	20
United Kingdom.....	50	27	470	68	522	97
Belgium.....	27	8	-	-	45	13
West Germany.....	13	3	-	-	108	25
Greece.....	2	1	21	10	42	21
Indonesia.....	-	-	11	3	23	7
Hong Kong.....	5	4	30	11	63	27
Japan.....	83	41	99	51	238	121
Other.....	219	123	156	82	508	273
Confectionery containing cocoa or chocolate (0730020)						
Total.....	1,756	1,120	1,488	813	4,559	2,655
Canada.....	1,094	690	632	310	1,993	1,132
Mexico.....	69	35	52	26	146	78
Panama.....	47	27	58	29	152	80
Bermuda.....	28	20	2	2	51	36
Bahamas.....	34	27	34	16	101	60
United Kingdom.....	112	65	134	67	717	345
Italy.....	-	-	-	-	15	2
Japan.....	291	207	393	291	1,076	766
Other.....	81	49	183	72	308	156

Note: Data in this table are taken from Foreign Trade publication FT 410 U.S. Exports. The Schedule B codes are: 0620115, confectionery not containing chocolate; 0730020, confectionery containing chocolate.

Table 5.--IMPORTS OF CONFECTIONERY PRODUCTS

Country of origin	March		February		3 months through March 1973	
	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)
Chocolate, sweetened, except bars and blocks of 10 pounds or more (TSUSA codes 1563020 and 1563040)						
TOTAL.....	2,052	993	3,811	1,611	11,171	4,697
Canada.....	1,295	572	2,225	876	4,923	2,013
Dominican Republic.....	141	20	84	12	379	53
United Kingdom.....	123	59	425	170	1,477	566
Ireland.....	38	14	388	80	1,792	397
Netherlands.....	57	54	55	47	392	342
Belgium.....	79	44	165	75	423	193
West Germany.....	160	85	99	108	984	529
Switzerland.....	51	59	33	34	126	149
Italy.....	22	40	61	69	171	185
Israel.....	69	38	105	59	243	147
Other.....	17	8	171	81	261	123
Candy and other confectionery, n.e.s., not containing cocoa or chocolate (TSUSA code 1571020)						
TOTAL.....	5,900	2,046	6,403	2,406	19,152	7,031
Canada.....	341	92	280	76	808	238
Columbia.....	464	88	443	81	1,443	263
Argentina.....	136	34	425	88	1,027	224
Sweden.....	475	167	478	144	1,154	372
Finland.....	87	28	43	13	166	48
Denmark.....	380	116	350	104	1,005	303
United Kingdom.....	2,168	695	2,382	771	7,533	2,413
Netherlands.....	164	55	329	105	800	265
Belgium.....	214	117	163	73	583	287
West Germany.....	11	7	85	43	156	81
Austria.....	72	45	53	33	196	119
Switzerland.....	14	8	41	33	85	55
Poland.....	132	27	151	31	393	77
Spain.....	10	13	2	1	26	16
Italy.....	629	379	595	567	1,865	1,620
Yugoslavia.....	27	12	9	5	65	34
Israel.....	68	16	90	31	349	92
Hong Kong.....	326	47	81	33	640	130
Japan.....	48	38	54	36	177	113
Other.....	134	62	349	138	681	281
Candy and other confectionery, n.e.s., containing cocoa or chocolate (TSUSA code 1571040)						
TOTAL.....	2,225	1,230	2,175	1,243	7,539	4,075
Canada.....	745	422	856	491	1,988	1,137
Mexico.....	89	34	29	13	182	70
United Kingdom.....	957	457	657	302	3,605	1,726
Netherlands.....	21	12	82	65	151	119
France.....	9	8	78	53	141	101
West Germany.....	34	38	94	66	414	240
Switzerland.....	128	131	110	91	286	261
Italy.....	13	31	23	50	41	85
Israel.....	94	46	39	21	224	102
Other.....	135	51	207	91	507	234

n.e.s. Not elsewhere specified.

## DESCRIPTION OF SURVEY

The statistics in this publication were collected on census Form M20C.1, "Monthly Confectionery Survey by Type of Confectionery," and census Form M20C.2, "Monthly Confectionery Survey" from a sample of approximately 330 confectionery manufacturing establishments which account for approximately 90 percent of the total U.S. manufacturers' sales of confectionery products. The proportion estimated for the establishments which are not on the reporting panel varies by State and is based on their sales as reported in the 1967 Census of Manufactures.

The statistics presented in table 1 represent industry total sales figures which are based on the combined monthly sales totals reported by the panel and which include estimates.

Approximately 250 of the respondents are mailed Form M20C.2 on which the total monthly sales figures is the only item reported. The remaining establishments on the panel, which form a group of about 80 of the large manufacturer-wholesaler and chocolate-manufacturing concerns, report on Form M20C.1 on which detail by type of confectionery is requested in addition to the total sales figure. Aggregate figures for this group are presented in table 2. Comparison of table with the second column of table 1 shows that the respondents of Form M20C.1 account for 55 to 60 percent of the total estimated sales.

The current month's figures include estimates for respondents in the reporting panel whose reports were not received in time for tabulation as well as for small respondents excluded from the panel. Missing figures for companies in the reporting panel are imputed from the month-to-month movements shown by reporting firms. The overall imputation rate is generally limited to 25 percent, including about 10 percent for small respondents excluded from the monthly panel. Individual items with higher imputation rates are footnoted.

The imputation rate is not an explicit indicator of the potential error in published figures due to nonresponse, both because the actual monthly movements for nonrespondents may or may not closely agree with the imputed movements, and because the estimates for nonpanel cases may not reflect their current activity. The probable range of difference between the actual and imputed figures is unknown. The degree of uncertainty regarding the accuracy of the data, however, increases as the percentage of imputation increases. Figures with imputation rates above

25 percent, particularly, should be used with caution.

Statistics for previous months may be revised, due to receipt of corrected data from respondents, including late reports for which estimates were made, and other corrections. Figures which were revised significantly are indicated by footnotes.

### REPORTING PERIOD ADJUSTMENT

Beginning January 1971 the data were adjusted for number of working days in the reporting period to compensate for differences in individual company reporting patterns (i.e. calendar month, 4-week, 5-week periods). Based on a study of large confectionery manufacturers, it has been determined that the calendar month accounting system prevails in the industry. Hence, adjustments have been made to those reporting on other than a calendar month basis.

### SEASONAL ADJUSTMENT

This report presents seasonally adjusted data in table 1. The seasonal adjustment program largely eliminates the effect normal seasonal variations (including variations due to vacations, weather, etc.) and measured over the time period for which the data were used. The resulting information thus provides a better measure than the original data of the month-to-month variations which are due to factors that are not associated with a repetitive seasonal pattern. This program is amply described in the literature on this method.

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Bulk goods--Bulk goods includes penny goods, hard candies, coated nuts, peanut brittle, unpackaged chocolates, etc., usually wholesaled in containers over 5 pounds and weighted out by the retailer to be sold by the pound or fraction thereof.

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Packaged goods--This includes assorted chocolate and other confections packaged in consumer-type boxes, bags, window-boxes, etc., designed to retail at \$1 or more, 50cents to 99 cents, and less than 50 cents per pound. Miniature bars are included here as are packages of marshmallows, sugar coated popcorn, and similar packaged confections.



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## CURRENT INDUSTRIAL REPORTS

Confectionery, Including  
Chocolate Products

April 1973



U. S. DEPARTMENT OF COMMERCE • Social and Economic Statistics Administration • BUREAU OF THE CENSUS

June 1973

SERIES: M20C(73)-4

The statistics in this publication are based on a survey of manufacturers and represent the entire U.S. sales of confectionery by manufacturing establishments except in table 2. Estimates are included for establishments whose reports were not received in time for tabulation. A more complete description of the survey appears on pages 5 and 6.

Table 1. Summary of Manufacturers' Net Sales of Confectionery: 1971 to 1973

(Millions of dollars)

Month and year	Total <sup>1</sup> (seasonally adjusted)	Total <sup>1</sup> (unadjusted)
1973		
April.....	178	155
March.....	180	182
February.....	160	172
January.....	174	184
1972		
December.....	181	172
November.....	169	199
October.....	157	195
September.....	168	221
August.....	185	177
July.....	165	110
June.....	163	134
May.....	166	137
April.....	155	133
March.....	157	163
February.....	150	168
January.....	165	167
1971		
December.....	155	157
November.....	166	195
October.....	166	204
September.....	160	215
August.....	173	160
July.....	167	115
June.....	170	139
May.....	171	135
April <sup>2</sup> .....	167	150

<sup>1</sup>Data include manufacturer-retailers.

<sup>2</sup>A comparison of reports submitted by respondents on both the monthly and annual survey panels has indicated that a number of companies have misreported. The revisions shown above have resulted from this review. The total change to the annual study for 1971 is considered to be statistically insignificant and will be included in the report for 1972.

TABLE 2.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS,  
BY KIND OF BUSINESS AND GEOGRAPHIC AREA

ITEM	APRIL 1973	MARCH 1973
	SALES (\$1,000)	SALES (\$1,000)
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA:		
UNITED STATES TOTAL . . . . .	145,558	174,861
NEW ENGLAND . . . . .	9,880	12,300
MIDDLE ATLANTIC . . . . .	63,066	73,241
NEW YORK AND NEW JERSEY . . . . .	24,162	27,144
PENNSYLVANIA . . . . .	38,904	46,097
EAST NORTH CENTRAL . . . . .	42,158	52,021
ILLINOIS . . . . .	35,825	43,559
OHIO AND INDIANA . . . . .	4,060	6,079
MICHIGAN AND WISCONSIN . . . . .	2,273	2,383
WEST NORTH CENTRAL . . . . .	4,466	5,447
MINNESOTA, KANSAS, S. DAKOTA & NEBRASKA . . . . .	2,501	3,183
IOWA AND MISSOURI . . . . .	1,965	2,264
SOUTH ATLANTIC . . . . .	9,190	10,504
MARYLAND, DISTRICT OF COLUMBIA, VIRGINIA, WEST VIRGINIA, NORTH CAROLINA, AND SOUTH CAROLINA . . . . .	4,870	5,604
GEORGIA AND FLORIDA . . . . .	4,320	4,900
EAST SOUTH CENTRAL (KENTUCKY, TENNESSEE, ALABAMA, AND MISSISSIPPI) . . . . .	1,521	1,580
WEST SOUTH CENTRAL (ARKANSAS, LOUISIANA, OKLAHOMA, AND TEXAS) . . . . .	3,531	6,020
MOUNTAIN (ARIZONA, COLORADO, IDAHO, NEW MEXICO, AND UTAH) . . . . .	1,796	2,003
PACIFIC . . . . .	9,950	11,745
CALIFORNIA . . . . .	9,337	11,149
WASHINGTON AND OREGON . . . . .	613	596

TABLE 3.--POUNDAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS,  
BY TYPE OF CONFECTIONERY

SIC CODE	TYPE OF PRODUCT	APRIL 1973		MARCH 1973	
		QUANTITY THOUSAND POUNDS	VALUE THOUSAND DOLLARS	QUANTITY THOUSAND POUNDS	VALUE THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS . . . . .	172,902	92,552	217,935	114,272
	PACKAGE GOODS MADE TO RETAIL AT:				
2065324	\$1.00 OR MORE PER POUND . . . . .	7,805	8,614	10,206	10,906
2065351	\$0.50 TO \$0.99 PER POUND . . . . .	30,726	17,108	43,013	23,643
2065371	LESS THAN \$0.50 PER POUND . . . . .	31,212	8,255	40,508	12,404
2060114	BAR GOODS . . . . .	65,582	40,956	76,763	45,364
2065201	5 CENT AND 10 CENT SPECIALTIES . . . . .	19,469	11,180	24,610	13,728
2060121	BULK GOODS, INCLUDING PENNY GOODS . . . . .	18,108	6,439	22,835	8,227

Table 4.--EXPORTS OF CONFECTIONERY PRODUCTS

Country to which exported	April		March		4 months through April	
	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)
Confectionery, except chewing gum, not containing cocoa (0620115)						
Total.....	1,163	404	1,309	528	4,909	1,736
Canada.....	245	91	342	130	966	359
Mexico.....	311	76	399	107	1,376	344
Panama.....	13	8	38	19	100	53
Bermuda.....	9	5	20	11	59	36
Bahamas.....	35	25	33	23	131	85
Haiti.....	-	-	24	8	42	16
Netherlands Antilles.....	40	17	38	14	130	57
Sweden.....	30	5	16	9	76	25
United Kingdom.....	-	-	50	27	522	97
Belgium.....	22	6	27	8	67	19
West Germany.....	178	41	13	3	286	66
Greece.....	-	-	2	1	42	21
Indonesia.....	3	2	-	-	26	9
Hong Kong.....	17	9	5	4	80	36
Japan.....	65	31	83	41	303	152
Other.....	195	88	219	123	703	361
Confectionery containing cocoa or chocolate (0730020)						
Total.....	836	486	1,756	1,120	5,395	3,141
Canada.....	467	239	1,094	690	2,460	1,371
Mexico.....	54	34	69	35	200	112
Panama.....	38	21	47	27	190	101
Bermuda.....	16	12	28	20	67	48
Bahamas.....	11	8	34	27	112	68
United Kingdom.....	1	2	112	65	718	347
Italy.....	-	-	-	-	15	2
Japan.....	168	119	291	207	1,244	885
Other.....	81	51	81	49	389	207

Note: Data in this table are taken from Foreign Trade publication FT 410 U.S. Exports. The Schedule B codes are: 0620115, confectionery not containing chocolate; 0730020, confectionery containing chocolate.

Table 5.--IMPORTS OF CONFECTIONERY PRODUCTS

Country of origin	April		March		4 months through April	
	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)
Chocolate, sweetened, except bars and blocks of 10 pounds or more (TSUSA codes 1563020 and 1563040)						
TOTAL.....	1,914	746	2,052	993	13,085	5,443
Canada.....	492	187	1,295	572	5,415	2,200
Dominican Republic.....	146	22	141	20	525	75
United Kingdom.....	185	65	123	59	1,662	631
Ireland.....	560	150	38	14	2,352	547
Netherlands.....	24	19	57	54	416	361
Belgium.....	73	45	79	44	496	238
West Germany.....	319	164	160	85	1,303	693
Switzerland.....	37	37	51	59	163	186
Italy.....	37	39	22	40	208	224
Israel.....	21	8	69	38	264	155
Other.....	20	10	17	8	281	133
Candy and other confectionery, n.e.s., not containing cocoa or chocolate (TSUSA code 1571020)						
TOTAL.....	8,225	3,045	5,900	2,046	27,377	10,076
Canada.....	294	84	341	92	1,102	322
Columbia.....	414	75	464	88	1,857	338
Argentina.....	471	113	136	34	1,498	337
Sweden.....	950	303	475	167	2,104	675
Finland.....	188	58	87	28	354	106
Denmark.....	499	162	380	116	1,504	465
United Kingdom.....	2,899	936	2,168	695	10,432	3,349
Netherlands.....	506	186	164	55	1,306	451
Belgium.....	131	94	214	117	714	381
West Germany.....	43	27	11	7	199	108
Austria.....	196	98	72	45	392	217
Switzerland.....	35	32	14	8	120	87
Poland.....	271	19	132	27	664	96
Spain.....	105	42	10	13	131	58
Italy.....	522	494	629	379	2,387	2,114
Yugoslavia.....	26	14	27	12	91	48
Israel.....	209	53	68	16	558	145
Hong Kong.....	58	29	326	47	698	159
Japan.....	39	30	48	38	216	143
Other.....	369	196	134	62	1,050	477
Candy and other confectionery, n.e.s., containing cocoa or chocolate (TSUSA code 1571040)						
TOTAL.....	1,361	761	2,225	1,230	8,900	4,836
Canada.....	418	216	745	422	2,406	1,353
Mexico.....	3	1	89	34	185	71
United Kingdom.....	572	281	957	457	4,177	2,007
Netherlands.....	1	1	21	12	152	120
France.....	10	11	9	8	151	112
West Germany.....	7	10	34	38	421	250
Switzerland.....	82	83	128	131	368	344
Italy.....	32	39	13	31	73	124
Israel.....	17	8	94	46	241	110
Other.....	219	111	135	51	726	345

n.e.s. Not elsewhere specified.

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## SEASONAL ADJUSTMENT

This report presents seasonally adjusted data in table 1. The seasonal adjustment program largely eliminates the effect normal seasonal variations (including variations due to vacations, weather, etc.) and measured over the time period for which the data were used. The resulting information thus provides a better measure than the original data of the month-to-month variations which are due to factors that are not associated with a repetitive seasonal pattern. This program is amply described in the literature on this method.

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An annual Current Industrial Report which includes only summary data is published in this series. This report consists partly of totals from the monthly reports and partly of data obtained as the result of a joint survey by the Bureau of the Census and Bureau of Domestic Commerce. In this joint undertaking, various statistics on confectionery are collected on census form MA-20D. The results of the survey are published in detail in a report entitled, "Confectionery Manufacturers, Sales and Distribution" published by the Bureau of Domestic Commerce.

## EXPLANATION OF TERMS

Manufacturer - wholesalers--Confectionery manufacturing establishments which sell primarily to wholesalers or retailers. This category includes chocolate manufacturers.

Manufacturer-retailers--Confectionery manufacturing establishments which sell primarily through their own retail outlets. Establishments which have only one retail outlet are not classified in manufacturing.

Sales--Manufacturer-wholesaler and chocolate-manufacturer sales represent f.o.b. plant value and exclude resales of goods purchased from other manufacturers or received from other plants of the reporting company.

Sales of manufacturer-retailers represent the value of goods transferred to retail outlets; they are approximately the commercial wholesale sales value and not the retail price to the consumer.

Products--In this survey, data are collected only for consumer type confectionery goods. Such data exclude cough drops, medicated candy, chewing gum, roasted peanuts, unsweetened popcorn, and fountain syrup.

Bar goods--Bar goods includes plain, coated and molded bars with or without nuts which are wrapped with not more than two pieces to the individual consumer-unit; the consumer-units are retailed separately or in economy packages.

Bulk goods--Bulk goods includes penny goods, hard candies, coated nuts, peanut brittle, unpackaged chocolates, etc., usually wholesaled in containers over 5 pounds and weighted out by the retailer to be sold by the pound or fraction thereof.

5-cent and 10-cent specialties--These are confectionery items of more than two pieces to the individual consumer-unit and novelty items, intended to retail at the above prices. Rolls or packets of mints, fruit drops, holiday novelties, candy toys and similar types of confections are included but cough drops and chewing gum are excluded.

Packaged goods--This includes assorted chocolate and other confections packaged in consumer-type boxes, bags, window-boxes, etc., designed to retail at \$1 or more, 50 cents to 99 cents, and less than 50 cents per pound. Miniature bars are included here as are packages of marshmallows, sugar coated popcorn, and similar packaged confections.



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56.216:CURRENT INDUSTRIAL REPORTS  
**Confectionery, Including  
Chocolate Products**

May 1973



U. S. DEPARTMENT OF COMMERCE • Social and Economic Statistics Administration • BUREAU OF THE CENSUS

July 1973

SERIES: M20C(73)-5

The statistics in this publication are based on a survey of manufacturers and represent the entire U.S. sales of confectionery by manufacturing establishments except in table 2. Estimates are included for establishments whose reports were not received in time for tabulation. A more complete description of the survey appears on pages 5 and 6.

**Table 1. Summary of Manufacturers' Net Sales of Confectionery: 1971 to 1973**

(Millions of dollars)

Month and year	Total <sup>1</sup> (seasonally adjusted)	Total <sup>1</sup> (unadjusted)
1973		
May.....	173	145
April.....	183	159
March.....	180	182
February.....	160	172
January.....	174	184
1972		
December.....	181	172
November.....	169	199
October.....	157	195
September.....	168	221
August.....	185	177
July.....	165	110
June.....	163	134
May.....	166	137
April.....	155	133
March.....	157	163
February.....	150	168
January.....	165	167
1971		
December.....	155	157
November.....	166	195
October.....	166	204
September.....	160	215
August.....	173	160
July.....	167	115
June.....	170	139
May.....	171	135

<sup>1</sup>Data include manufacturer-retailers.

TABLE 2.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS,  
BY KIND OF BUSINESS AND GEOGRAPHIC AREA

ITEM	MAY 1973	APRIL 1973
	SALES (\$1,000)	SALES (\$1,000)
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA:		
UNITED STATES TOTAL . . . . .	138,336	148,740
NEW ENGLAND . . . . .	8,886	10,118
MIDDLE ATLANTIC . . . . .	62,097	64,276
NEW YORK AND NEW JERSEY . . . . .	23,659	24,787
PENNSYLVANIA . . . . .	38,438	39,489
EAST NORTH CENTRAL . . . . .	38,769	42,411
ILLINOIS . . . . .	33,581	35,886
OHIO AND INDIANA . . . . .	3,817	4,225
MICHIGAN AND WISCONSIN . . . . .	1,371	2,300
WEST NORTH CENTRAL . . . . .	4,859	4,647
MINNESOTA, KANSAS, S. DAKOTA & NEBRASKA . . . . .	2,781	2,541
IOWA AND MISSOURI . . . . .	2,078	2,106
SOUTH ATLANTIC . . . . .	7,930	9,645
MARYLAND, DISTRICT OF COLUMBIA, VIRGINIA, WEST VIRGINIA, NORTH CAROLINA, AND SOUTH CAROLINA . . . . .	3,454	4,926
GEORGIA AND FLORIDA . . . . .	4,476	4,719
EAST SOUTH CENTRAL (KENTUCKY, TENNESSEE, ALABAMA, AND MISSISSIPPI) . . . . .	1,322	1,539
WEST SOUTH CENTRAL (ARKANSAS, LOUISIANA, OKLAHOMA, AND TEXAS) . . . . .	3,901	3,684
MOUNTAIN (ARIZONA, COLORADO, IDAHO, NEW MEXICO, AND UTAH) . . . . .	1,257	1,899
PACIFIC . . . . .	9,315	10,521
CALIFORNIA . . . . .	8,856	10,013
WASHINGTON AND OREGON . . . . .	459	508

TABLE 3.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS,  
BY TYPE OF CONFECTIONERY

SIC CODE	TYPE OF PRODUCT	MAY 1973		APRIL 1973	
		QUANTITY - THOUSAND POUNDS	VALUE - THOUSAND DOLLARS	QUANTITY - THOUSAND POUNDS	VALUE - THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS. . . . .	178,870	91,464	174,678	92,540
	PACKAGE GOODS MADE TO RETAIL AT:				
2065324	\$1.00 OR MORE PER POUND . . . . .	5,419	5,449	7,722	8,526
2065351	\$0.50 TO \$0.99 PER POUND . . . . .	27,975	15,342	30,793	17,134
2065371	LESS THAN \$0.50 PER POUND . . . . .	32,760	8,751	32,212	8,255
2060114	BAR GOODS. . . . .	66,756	39,415	65,934	40,938
2065201	5 CENT AND 10 CENT SPECIALTIES . . . . .	22,749	14,362	19,461	11,179
2060121	BULK GOODS, INCLUDING PENNY GOODS. . . . .	23,211	8,145	18,536	6,488

Table 4.--EXPORTS OF CONFECTIONERY PRODUCTS

Country to which exported	May		April		5 months through May	
	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)
Confectionery, except chewing gum, not containing cocoa (0620115)						
Total.....	1,140	429	1,163	404	6,049	2,165
Canada.....	200	67	245	91	1,166	426
Mexico.....	398	104	311	76	1,774	448
Panama.....	26	16	13	8	126	69
Bermuda.....	10	6	9	5	69	42
Bahamas.....	40	21	35	25	171	106
Haiti.....	6	2	-	-	48	18
Netherlands Antilles.....	34	16	40	17	164	73
Sweden.....	-	-	30	5	76	25
United Kingdom.....	19	21	-	-	541	118
Belgium.....	2	1	22	6	69	20
West Germany.....	176	35	178	41	462	101
Greece.....	20	10	-	-	62	31
Indonesia.....	-	-	3	2	26	9
Hong Kong.....	2	4	17	9	82	40
Japan.....	16	9	65	31	319	161
Other.....	191	117	195	88	894	478
Confectionery containing cocoa or chocolate (0730020)						
Total.....	1,080	553	836	486	6,475	3,694
Canada.....	801	373	467	239	3,261	1,744
Mexico.....	25	12	54	34	225	124
Panama.....	67	33	38	21	257	134
Bermuda.....	11	7	16	12	78	55
Bahamas.....	3	2	11	8	115	70
United Kingdom.....	35	19	1	2	753	366
Italy.....	-	-	-	-	15	2
Japan.....	75	52	168	119	1,319	937
Other.....	63	55	81	51	452	262

Note: Data in this table are taken from Foreign Trade publication FT 410 U.S. Exports. The Schedule B codes are: 0620115, confectionery not containing chocolate; 0730020, confectionery containing chocolate.

Table 5.--IMPORTS OF CONFECTIONERY PRODUCTS

Country of origin	May		April		5 months through May	
	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)
Chocolate, sweetened, except bars and blocks of 10 pounds or more (TSUSA codes 1563020 and 1563040)						
TOTAL.....	2,422	1,007	1,914	746	15,507	6,450
Canada.....	214	81	492	187	5,629	2,281
Dominican Republic.....	176	28	146	22	701	103
United Kingdom.....	149	49	185	65	1,811	680
Ireland.....	880	222	560	150	3,232	769
Netherlands.....	208	173	24	19	624	534
Belgium.....	221	97	73	45	717	335
West Germany.....	414	243	319	164	1,717	936
Switzerland.....	47	47	37	37	210	233
Italy.....	16	14	37	39	224	238
Israel.....	69	40	21	8	333	195
Other.....	28	13	20	10	309	146
Candy and other confectionery, n.e.s., not containing cocoa or chocolate (TSUSA code 1571020)						
TOTAL.....	7,988	2,881	8,225	3,045	35,365	12,957
Canada.....	349	84	294	84	1,451	406
Columbia.....	522	94	414	75	2,379	432
Argentina.....	873	187	471	113	2,371	524
Sweden.....	648	213	950	303	2,752	888
Finland.....	107	29	188	58	461	135
Denmark.....	331	102	499	162	1,835	567
United Kingdom.....	2,760	872	2,899	936	13,192	4,221
Netherlands.....	706	267	506	186	2,012	718
Belgium.....	221	161	131	94	935	542
West Germany.....	75	52	43	27	274	160
Austria.....	97	62	196	98	489	279
Switzerland.....	31	25	35	32	151	112
Poland.....	135	27	271	19	799	123
Spain.....	7	9	105	42	138	67
Italy.....	573	475	522	494	2,960	2,589
Yugoslavia.....	10	6	26	14	101	54
Israel.....	45	19	209	53	603	164
Hong Kong.....	18	10	58	29	716	169
Japan.....	65	45	39	30	281	188
Other.....	415	142	369	196	1,465	619
Candy and other confectionery, n.e.s., containing cocoa or chocolate (TSUSA code 1571040)						
TOTAL.....	1,180	668	1,361	761	10,080	5,504
Canada.....	315	188	418	216	2,721	1,541
Mexico.....	60	21	3	1	245	92
United Kingdom.....	239	122	572	281	4,416	2,129
Netherlands.....	4	3	1	1	156	123
France.....	1	1	10	11	152	113
West Germany.....	33	42	7	10	454	292
Switzerland.....	122	89	82	83	490	433
Italy.....	47	59	32	39	120	183
Israel.....	125	52	17	8	366	162
Other.....	234	91	219	111	960	436

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Bar goods--Bar goods includes plain, coated and molded bars with or without nuts which are wrapped with not more than two pieces to the individual consumer-unit; the consumer-units are retailed separately or in economy packages.

Bulk goods--Bulk goods includes penny goods, hard candies, coated nuts, peanut brittle, unpackaged chocolates, etc., usually wholesaled in containers over 5 pounds and weighted out by the retailer to be sold by the pound or fraction thereof.

5-cent and 10-cent specialties--These are confectionery items of more than two pieces to the individual consumer-unit and novelty items, intended to retail at the above prices. Rolls or packets of mints, fruit drops, holiday novelties, candy toys and similar types of confections are included but cough drops and chewing gum are excluded.

Packaged goods--This includes assorted chocolate and other confections packaged in consumer-type boxes, bags, window-boxes, etc., designed to retail at \$1 or more, 50 cents to 99 cents, and less than 50 cents per pound. Miniature bars are included here as are packages of marshmallows, sugar coated popcorn, and similar packaged confections.

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U. S. DEPARTMENT OF COMMERCE • Social and Economic Statistics Administration • BUREAU OF THE CENSUS

August 1973

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**Table 1. Summary of Manufacturers' Net Sales of Confectionery: 1971 to 1973**

(Millions of dollars)

Month and year	Total <sup>1</sup> (seasonally adjusted)	Total <sup>1</sup> (unadjusted)
1973		
June.....	167	135
May.....	171	143
April.....	177	154
March.....	180	182
February.....	160	172
January.....	174	184
1972		
December.....	181	172
November.....	169	199
October.....	157	195
September.....	168	221
August.....	185	177
July.....	165	110
June.....	163	134
May.....	166	137
April.....	155	133
March.....	157	163
February.....	150	168
January.....	165	167
1971		
December.....	155	157
November.....	166	195
October.....	166	204
September.....	160	215
August.....	173	160
July.....	167	115
June.....	170	139

<sup>1</sup>Data include manufacturer-retailers.

quiries concerning these figures should be addressed to the U.S. Department of Commerce, Bureau of the Census, Industry Division, Washington, D.C. 20233. This publication is for sale by the Bureau of the Census, Price: 15 cents per copy—\$1.50 per year.

TABLE 2.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS,  
BY KIND OF BUSINESS AND GEOGRAPHIC AREA

ITEM	JUNE 1973	MAY 1973	APRIL 1973
	SALES	SALES	SALES
	(\$1,000)	(\$1,000)	(\$1,000)
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA:			
UNITED STATES TOTAL . . . . .	130,964	136,832	144,060
NEW ENGLAND . . . . .	7,480	8,511	9,880
MIDDLE ATLANTIC . . . . .	56,141	60,968	62,538
NEW YORK AND NEW JERSEY . . . . .	24,553	23,644	24,107
PENNSYLVANIA . . . . .	31,588	37,324	38,431
EAST NORTH CENTRAL . . . . .	42,396	39,662	41,263
ILLINOIS . . . . .	36,830	34,036	34,987
OHIO AND INDIANA . . . . .	4,237	4,279	4,003
MICHIGAN AND WISCONSIN . . . . .	1,329	1,347	2,273
WEST NORTH CENTRAL . . . . .	4,286	4,696	4,461
MINNESOTA, KANSAS, S. DAKOTA & NEBRASKA . . . . .	2,441	2,742	2,497
IOWA AND MISSOURI . . . . .	1,845	1,954	1,964
SOUTH ATLANTIC . . . . .	6,739	7,932	9,184
MARYLAND, DISTRICT OF COLUMBIA, VIRGINIA, WEST VIRGINIA, NORTH CAROLINA, AND SOUTH CAROLINA . . . . .	3,093	3,479	4,883
GEORGIA AND FLORIDA . . . . .	3,646	4,453	4,301
EAST SOUTH CENTRAL (KENTUCKY, TENNESSEE, ALABAMA, AND MISSISSIPPI) . . . . .	1,306	1,375	1,519
WEST SOUTH CENTRAL (ARKANSAS, LOUISIANA, OKLAHOMA, AND TEXAS) . . . . .	3,467	3,765	3,529
MOUNTAIN (ARIZONA, COLORADO, IDAHO, NEW MEXICO, AND UTAH) . . . . .	984	1,205	1,847
PACIFIC . . . . .	8,165	8,718	9,839
CALIFORNIA . . . . .	7,755	8,265	9,338
WASHINGTON AND OREGON . . . . .	410	453	501

TABLE 3.--POUNDAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS'  
BY TYPE OF CONFECTIONERY

SIC CODE	TYPE OF PRODUCT	JUNE 1973		MAY 1973	
		QUANTITY	VALUE	QUANTITY	VALUE
		THOUSAND POUNDS	THOUSAND DOLLARS	THOUSAND POUNDS	THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS. . . . .	180,785	91,379	179,723	91,642
	PACKAGE GOODS MADE TO RETAIL AT:				
2065324	\$1.00 OR MORE PER POUND . . . . .	3,765	3,503	5,442	5,464
2065351	\$0.50 TO \$0.99 PER POUND . . . . .	32,477	18,512	28,035	15,373
2065371	LESS THAN \$0.50 PER POUND . . . . .	37,071	9,751	32,924	8,790
2060114	BAR GOODS. . . . .	61,702	35,224	67,128	39,618
2065201	5 CENT AND 10 CENT SPECIALTIES . . . . .	23,798	16,612	22,543	14,264
2060121	BULK GOODS, INCLUDING PENNY GOODS. . . . .	21,972	7,777	23,651	8,133

Table 4.--EXPORTS OF CONFECTIONERY PRODUCTS

Country to which exported	June		May		6 months through June 1973	
	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)
Confectionery, except chewing gum, not containing cocoa (0620115)						
Total.....	876	333	1,140	429	6,925	2,498
Canada.....	219	80	200	67	1,385	506
Mexico.....	282	67	398	104	2,056	515
Panama.....	2	1	26	16	128	70
Bermuda.....	16	7	10	6	85	49
Bahamas.....	19	13	40	21	190	119
Haiti.....	-	-	6	2	48	18
Netherlands Antilles.....	36	13	34	16	200	86
Sweden.....	7	6	-	-	83	31
United Kingdom.....	6	6	19	21	547	124
Belgium.....	19	6	2	1	88	26
West Germany.....	9	7	176	35	471	108
Greece.....	-	-	20	10	62	31
Indonesia.....	-	-	-	-	26	9
Hong Kong.....	7	4	2	4	89	44
Japan.....	77	29	16	9	396	190
Other.....	177	94	191	117	1,071	572
Confectionery containing cocoa or chocolate (0730020)						
Total.....	779	452	1,080	553	7,254	4,146
Canada.....	408	187	801	373	3,669	1,931
Mexico.....	21	14	25	12	246	138
Panama.....	35	21	67	33	292	155
Bermuda.....	5	3	11	7	83	58
Bahamas.....	8	6	3	2	123	76
United Kingdom.....	4	2	35	19	757	368
Italy.....	-	-	-	-	15	2
Japan.....	204	153	75	52	1,523	1,090
Other.....	94	66	63	55	546	328

Note: Data in this table are taken from Foreign Trade publication FT 410 U.S. Exports. The Schedule B codes are: 0620115, confectionery not containing chocolate; 0730020, confectionery containing chocolate.

Table 5.--IMPORTS OF CONFECTIONERY PRODUCTS

Country of origin	June		May		6 months through June 1973	
	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)
Chocolate, sweetened, except bars and blocks of 10 pounds or more (TSUSA codes 1563020 and 1563040)						
TOTAL.....	1,146	495	2,422	1,007	16,653	6,945
Canada.....	158	63	214	81	5,787	2,344
Dominican Republic.....	79	18	176	28	780	121
United Kingdom.....	354	129	149	49	2,165	809
Ireland.....	79	24	880	222	3,311	793
Netherlands.....	144	80	208	173	768	614
Belgium.....	201	88	221	97	918	423
West Germany.....	65	40	414	243	1,782	976
Switzerland.....	8	9	47	47	218	242
Italy.....	13	11	16	14	237	249
Israel.....	20	9	69	40	353	204
Other.....	25	24	28	13	334	170
Candy and other confectionery, n.e.s., not containing cocoa or chocolate (TSUSA code 1571020)						
TOTAL.....	7,024	2,670	7,988	2,881	42,389	15,627
Canada.....	396	94	349	84	1,847	500
Columbia.....	467	84	522	94	2,846	516
Argentina.....	518	105	873	187	2,889	629
Sweden.....	694	230	648	213	3,446	1,118
Finland.....	94	29	107	29	555	164
Denmark.....	167	54	331	102	2,002	621
United Kingdom.....	2,448	744	2,760	872	15,640	4,965
Netherlands.....	512	206	706	267	2,524	924
Belgium.....	126	82	221	161	1,061	624
West Germany.....	36	20	75	52	310	180
Austria.....	83	52	97	62	572	331
Switzerland.....	26	14	31	25	177	126
Poland.....	32	6	135	27	831	129
Spain.....	146	65	7	9	284	132
Italy.....	552	574	573	475	3,512	3,163
Yugoslavia.....	36	20	10	6	137	74
Israel.....	158	45	45	19	761	209
Hong Kong.....	185	76	18	10	901	245
Japan.....	57	43	65	45	338	231
Other.....	291	127	415	142	1,756	746
Candy and other confectionery, n.e.s., containing cocoa or chocolate (TSUSA code 1571040)						
TOTAL.....	908	504	1,180	668	10,988	6,008
Canada.....	114	113	315	188	2,835	1,654
Mexico.....	7	2	60	21	252	94
United Kingdom.....	379	197	239	122	4,795	2,326
Netherlands.....	28	8	4	3	184	131
France.....	10	10	1	1	162	123
West Germany.....	27	24	33	42	481	316
Switzerland.....	68	60	122	89	558	493
Italy.....	19	9	47	59	139	192
Israel.....	-	-	125	52	366	162
Other.....	256	81	234	91	1,216	517

n.e.s. Not elsewhere specified.

## DESCRIPTION OF SURVEY

The statistics in this publication were collected on census Form M20C.1, "Monthly Confectionery Survey by Type of Confectionery," and census Form M20C.2, "Monthly Confectionery Survey" from a sample of approximately 330 confectionery manufacturing establishments which account for approximately 90 percent of the total U.S. manufacturers' sales of confectionery products. The proportion estimated for the establishments which are not on the reporting panel varies by State and is based on their sales as reported in the 1967 Census of Manufactures.

The statistics presented in table 1 represent industry total sales figures which are based on the combined monthly sales totals reported by the panel and which include estimates.

Approximately 250 of the respondents are mailed Form M20C.2 on which the total monthly sales figures is the only item reported. The remaining establishments on the panel, which form a group of about 80 of the large manufacturer-wholesaler and chocolate-manufacturing concerns, report on Form M20C.1 on which detail by type of confectionery is requested in addition to the total sales figure. Aggregate figures for this group are presented in table 2. Comparison of table with the second column of table 1 shows that the respondents of Form M20C.1 account for 55 to 60 percent of the total estimated sales.

The current month's figures include estimates for respondents in the reporting panel whose reports were not received in time for tabulation as well as for small respondents excluded from the panel. Missing figures for companies in the reporting panel are imputed from the month-to-month movements shown by reporting firms. The overall imputation rate is generally limited to 25 percent, including about 10 percent for small respondents excluded from the monthly panel. Individual items with higher imputation rates are footnoted.

The imputation rate is not an explicit indicator of the potential error in published figures due to nonresponse, both because the actual monthly movements for nonrespondents may or may not closely agree with the imputed movements, and because the estimates for nonpanel cases may not reflect their current activity. The probable range of difference between the actual and imputed figures is unknown. The degree of uncertainty regarding the accuracy of the data, however, increases as the percentage of imputation increases. Figures with imputation rates above

25 percent, particularly, should be used with caution.

Statistics for previous months may be revised, due to receipt of corrected data from respondents, including late reports for which estimates were made, and other corrections. Figures which were revised significantly are indicated by footnotes.

## REPORTING PERIOD ADJUSTMENT

Beginning January 1971 the data were adjusted for number of working days in the reporting period to compensate for differences in individual company reporting patterns (i.e. calendar month, 4-week, 5-week periods). Based on a study of large confectionery manufacturers, it has been determined that the calendar month accounting system prevails in the industry. Hence, adjustments have been made to those reporting on other than a calendar month basis.

## SEASONAL ADJUSTMENT

This report presents seasonally adjusted data in table 1. The seasonal adjustment program largely eliminates the effect normal seasonal variations (including variations due to vacations, weather, etc.) and measured over the time period for which the data were used. The resulting information thus provides a better measure than the original data of the month-to-month variations which are due to factors that are not associated with a repetitive seasonal pattern. This program is amply described in the literature on this method.

## RELATED REPORTS

An annual Current Industrial Report which includes only summary data is published in this series. This report consists partly of totals from the monthly reports and partly of data obtained as the result of a joint survey by the Bureau of the Census and Bureau of Domestic Commerce. In this joint undertaking, various statistics on confectionery are collected on census form MA-20D. The results of the survey are published in detail in a report entitled, "Confectionery Manufacturers, Sales and Distribution" published by the Bureau of Domestic Commerce.

## EXPLANATION OF TERMS

Manufacturer - wholesalers - Confectionery manufacturing establishments which sell primarily to wholesalers or retailers. This category includes chocolate manufacturers.

Manufacturer-retailers - Confectionery manufacturing establishments which sell primarily through their own retail outlets. Establishments which have only one retail outlet are not classified in manufacturing.

Sales--Manufacturer-wholesaler and chocolate-manufacturer sales represent f.o.b. plant value and exclude resales of goods purchased from other manufacturers or received from other plants of the reporting company.

Sales of manufacturer-retailers represent the value of goods transferred to retail outlets; they are approximately the commercial wholesale sales value and not the retail price to the consumer.

Products--In this survey, data are collected only for consumer type confectionery goods. Such data exclude cough drops, medicated candy, chewing gum, roasted peanuts, unsweetened popcorn, and fountain syrup.

Bar goods--Bar goods includes plain, coated and molded bars with or without nuts which are wrapped with not more than two pieces to the individual consumer-unit; the consumer-units are retailed separately or in economy packages.

Bulk goods--Bulk goods includes penny goods, hard candies, coated nuts, peanut brittle, unpackaged chocolates, etc., usually wholesaled in containers over 5 pounds and weighted out by the retailer to be sold by the pound or fraction thereof.

5-cent and 10-cent specialties--These are confectionery items of more than two pieces to the individual consumer-unit and novelty items, intended to retail at the above prices. Rolls or packets of mints, fruit drops, holiday novelties, candy toys and similar types of confections are included but cough drops and chewing gum are excluded.

Packaged goods--This includes assorted chocolate and other confections packaged in consumer-type boxes, bags, window-boxes, etc., designed to retail at \$1 or more, 50 cents to 99 cents, and less than 50 cents per pound. Miniature bars are included here as are packages of marshmallows, sugar coated popcorn, and similar packaged confections.

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# CURRENT INDUSTRIAL REPORTS

## Confectionery, Including Chocolate Products

July 1973



U. S. DEPARTMENT OF COMMERCE • Social and Economic Statistics Administration • BUREAU OF THE CENSUS

September 1973

SERIES: M20C(73)-7

The statistics in this publication are based on a survey of manufacturers and represent the entire U.S. sales of confectionery by manufacturing establishments except in table 2. Estimates are included for establishments whose reports were not received in time for tabulation. A more complete description of the survey appears on pages 5 and 6.

Table 1.--Summary of Manufacturers' Net Sales of Confectionery: 1971 to 1973

(Millions of dollars)

Month and year	Total <sup>1</sup> (seasonally adjusted)	Total <sup>1</sup> (unadjusted)
1973		
July.....	166	114
June.....	167	135
May.....	171	143
April.....	177	154
March.....	180	182
February.....	160	172
January.....	174	184
1972		
December.....	181	172
November.....	169	199
October.....	157	195
September.....	168	221
August.....	185	177
July.....	165	110
June.....	163	134
May.....	166	137
April.....	155	133
March.....	157	163
February.....	150	168
January.....	165	167
1971		
December.....	155	157
November.....	166	195
October.....	166	204
September.....	160	215
August.....	173	160
July.....	167	115

<sup>1</sup>Data include manufacturer-retailers.

Inquiries concerning these figures should be addressed to the U.S. Department of Commerce, Bureau of the Census, Industry Division, Washington, D.C. 20233. This publication is for sale by the Bureau of the Census, Price: 15 cents per copy—\$1.50 per year.

TABLE 2.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS,  
BY KIND OF BUSINESS AND GEOGRAPHIC AREA

ITEM	JULY 1973	JUNE 1973
	SALES (\$1,000)	SALES (\$1,000)
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA:		
UNITED STATES TOTAL . . . . .	109,579	130,915
NEW ENGLAND . . . . .	5,226	7,616
MIDDLE ATLANTIC . . . . .	48,680	56,282
NEW YORK AND NEW JERSEY . . . . .	18,859	24,713
PENNSYLVANIA . . . . .	29,821	31,569
EAST NORTH CENTRAL . . . . .	34,246	42,836
ILLINOIS . . . . .	29,654	37,292
OHIO AND INDIANA . . . . .	3,095	4,215
MICHIGAN AND WISCONSIN . . . . .	1,497	1,329
WEST NORTH CENTRAL . . . . .	3,936	4,288
MINNESOTA, KANSAS, S. DAKOTA & NEBRASKA . . . . .	2,107	2,443
IOWA AND MISSOURI . . . . .	1,829	1,845
SOUTH ATLANTIC . . . . .	6,248	6,738
MARYLAND, DISTRICT OF COLUMBIA, VIRGINIA, WEST VIRGINIA, NORTH CAROLINA, AND SOUTH CAROLINA . . . . .	2,817	3,091
GEORGIA AND FLORIDA . . . . .	3,431	3,647
EAST SOUTH CENTRAL (KENTUCKY, TENNESSEE, ALABAMA, AND MISSISSIPPI) . . . . .	979	1,082
WEST SOUTH CENTRAL (ARKANSAS, LOUISIANA, OKLAHOMA, AND TEXAS) . . . . .	2,830	3,338
MOUNTAIN (ARIZONA, COLORADO, IDAHO, NEW MEXICO, AND UTAH) . . . . .	849	933
PACIFIC . . . . .	6,585	7,802
CALIFORNIA . . . . .	6,214	7,389
WASHINGTON AND OREGON . . . . .	371	413

TABLE 3.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURES,  
BY TYPE OF CONFECTIONERY

SIC CODE	TYPE OF PRODUCT	JULY 1973		JUNE 1973	
		QUANTITY THOUSAND POUNDS	VALUE THOUSAND DOLLARS	QUANTITY THOUSAND POUNDS	VALUE THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS . . . . .	148,786	75,601	180,142	90,083
	PACKAGE GOODS MADE TO RETAIL AT:				
2065324	\$1.00 OR MORE PER POUND . . . . .	3,602	3,303	3,748	3,488
2065351	\$0.50 TO \$0.99 PER POUND . . . . .	26,550	14,807	32,369	18,511
2065371	LESS THAN \$0.50 PER POUND . . . . .	27,885	7,611	35,630	9,175
2060114	BAR GOODS . . . . .	52,080	31,606	61,692	35,217
2065201	5 CENT AND 10 CENT SPECIALTIES . . . . .	20,013	11,418	24,920	15,969
2060121	BULK GOODS, INCLUDING PENNY GOODS . . . . .	18,656	6,856	21,783	7,723

Table 4.--EXPORTS OF CONFECTIONERY PRODUCTS

Country to which exported	July		June		7 months through July 1973	
	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)
Confectionery, except chewing gum, not containing cocoa (062011f)						
Total.....	921	330	876	333	7,846	2,828
Canada.....	315	88	219	80	1,700	594
Mexico.....	172	48	282	67	2,228	563
Panama.....	9	5	2	1	137	75
Bermuda.....	9	3	16	7	94	52
Bahamas.....	15	6	19	13	205	125
Haiti.....	3	1	-	-	51	19
Netherlands Antilles.....	83	33	36	13	283	119
Sweden.....	84	20	7	6	167	51
United Kingdom.....	7	6	6	6	554	130
Belgium.....	-	-	19	6	88	26
West Germany.....	15	6	9	7	486	114
Greece.....	1	1	-	-	63	32
Indonesia.....	7	4	-	-	33	13
Hong Kong.....	5	2	7	4	94	46
Japan.....	55	28	77	29	451	218
Other.....	141	79	177	94	1,212	651
Confectionery containing cocoa or chocolate (0730020)						
Total.....	378	248	779	452	7,632	4,394
Canada.....	192	112	408	187	3,861	2,043
Mexico.....	7	5	21	14	253	143
Panama.....	37	19	35	21	329	174
Bermuda.....	2	1	5	3	85	59
Bahamas.....	6	4	8	6	129	80
United Kingdom.....	-	-	4	2	757	368
Italy.....	-	-	-	-	15	2
Japan.....	50	40	204	153	1,573	1,130
Other.....	84	67	94	66	630	395

Note: Data in this table are taken from Foreign Trade publication FT 410 U.S. Exports. The Schedule B codes are: 0620115, confectionery not containing chocolate; 0730020, confectionery containing chocolate.

Table 5.--IMPORTS OF CONFECTIONERY PRODUCTS

Country of origin	July		June		7 months through July 1973	
	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)
Chocolate, sweetened, except bars and blocks of 10 pounds or more (TSUSA codes 1563020 and 1563040)						
TOTAL.....	1,185	605	1,146	495	17,838	7,550
Canada.....	183	70	158	63	5,970	2,414
Dominican Republic.....	199	45	79	18	979	166
United Kingdom.....	361	153	351	129	2,526	962
Ireland.....	-	-	79	24	3,311	793
Netherlands.....	82	90	144	80	850	704
Belgium.....	255	136	201	88	1,173	559
West Germany.....	4	10	65	40	1,786	986
Switzerland.....	32	36	8	9	250	278
Italy.....	67	62	13	11	304	311
Israel.....	-	-	20	9	333	204
Other.....	2	3	25	24	336	173
Candy and other confectionery, n.e.s., not containing cocoa or chocolate (TSUSA code 1571020)						
TOTAL.....	7,544	3,066	7,024	2,670	49,933	18,693
Canada.....	585	155	396	94	2,432	655
Columbia.....	517	95	467	84	3,363	611
Argentina.....	622	140	518	105	3,511	769
Sweden.....	677	261	694	230	4,123	1,379
Finland.....	141	49	94	29	699	213
Denmark.....	255	90	167	54	2,257	711
United Kingdom.....	2,539	871	2,448	744	18,179	5,836
Netherlands.....	600	250	512	206	3,124	1,174
Belgium.....	221	187	126	82	1,282	811
West Germany.....	60	43	36	20	370	223
Austria.....	54	38	83	52	626	369
Switzerland.....	21	24	26	14	198	150
Poland.....	97	20	32	6	928	149
Spain.....	23	18	146	65	307	150
Italy.....	646	632	552	574	4,158	3,795
Yugoslavia.....	17	9	36	20	154	83
Israel.....	43	12	158	45	804	221
Hong Kong.....	121	53	185	76	1,022	298
Japan.....	49	38	57	43	387	269
Other.....	253	81	291	127	2,009	827
Candy and other confectionery, n.e.s., containing cocoa or chocolate (TSUSA code 1571040)						
TOTAL.....	1,411	802	908	504	12,399	6,810
Canada.....	125	68	114	113	2,960	1,722
Mexico.....	-	-	7	2	252	94
United Kingdom.....	953	518	379	197	5,748	2,844
Netherlands.....	6	2	28	8	190	133
France.....	3	2	10	10	165	125
West Germany.....	24	22	27	24	505	338
Switzerland.....	98	102	68	60	656	595
Italy.....	1	1	19	9	140	193
Israel.....	-	-	-	-	366	162
Other.....	201	87	256	81	1,417	604

-Represents zero.

n.e.s. Not elsewhere specified.

## DESCRIPTION OF SURVEY

The statistics in this publication were collected on census Form M20C.1, "Monthly Confectionery Survey by Type of Confectionery," and census Form M20C.2, "Monthly Confectionery Survey" from a sample of approximately 330 confectionery manufacturing establishments which account for approximately 90 percent of the total U.S. manufacturers' sales of confectionery products. The proportion estimated for the establishments which are not on the reporting panel varies by State and is based on their sales as reported in the 1967 Census of Manufactures.

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Sales of manufacturer-retailers represent the value of goods transferred to retail outlets; they are approximately the commercial wholesale sales value and not the retail price to the consumer.

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5-cent and 10-cent specialties--These are confectionery items of more than two pieces to the individual consumer-unit and novelty items, intended to retail at the above prices. Rolls or packets of mints, fruit drops, holiday novelties, candy toys and similar types of confections are included but cough drops and chewing gum are excluded.

Packaged goods--This includes assorted chocolate and other confections packaged in consumer-type boxes, bags, window-boxes, etc., designed to retail at \$1 or more, 50 cents to 99 cents, and less than 50 cents per pound. Miniature bars are included here as are packages of marshmallows, sugar coated popcorn, and similar packaged confections.



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## CURRENT INDUSTRIAL REPORTS

Confectionery, Including  
Chocolate Products

August 1973



U. S. DEPARTMENT OF COMMERCE • Social and Economic Statistics Administration • BUREAU OF THE CENSUS

October 1973

SERIES: M20C(73)-8

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TABLE 1.--SUMMARY OF MANUFACTURERS' NET SALES OF CONFECTIONERY: 1971 TO 1973  
(Millions of dollars)

Month and year	Total <sup>1</sup> (seasonally adjusted)	Total <sup>1</sup> (unadjusted)
1973		
August.....	190	183
July.....	166	114
June.....	167	135
May.....	171	143
April.....	177	154
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February.....	160	172
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1971		
December.....	155	157
November.....	166	195
October.....	166	204
September.....	160	215
August.....	173	160

Note: Data include from 15 to 25 percent estimation for nonresponse and for small establishments excluded from the panel.

<sup>1</sup>Data include manufacturer-retailers.

TABLE 2.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS,  
BY KIND OF BUSINESS AND GEOGRAPHIC AREA

ITEM	AUGUST 1973	JULY 1973
	SALES (\$1,000)	SALES (\$1,000)
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA, UNITED STATES TOTAL <sup>1</sup> . . . . .	177,946	109,630
NEW ENGLAND . . . . .	9,028	5,226
MIDDLE ATLANTIC . . . . .	82,643	19,292
NEW YORK AND NEW JERSEY . . . . .	28,886	19,096
PENNSYLVANIA . . . . .	53,757	30,196
EAST NORTH CENTRAL . . . . .	56,611	33,630
ILLINOIS . . . . .	19,708	29,038
OHIO AND INDIANA . . . . .	4,399	3,095
MICHIGAN AND WISCONSIN . . . . .	2,504	1,497
WEST NORTH CENTRAL . . . . .	4,727	3,893
MINNESOTA, KANSAS, S. DAKOTA & NEBRASKA . . . . .	2,659	2,005
IOWA AND MISSOURI . . . . .	2,068	1,828
SOUTH ATLANTIC . . . . .	8,750	6,249
MARYLAND, DISTRICT OF COLUMBIA, VIRGINIA, WEST VIRGINIA, NORTH CAROLINA, AND SOUTH CAROLINA . . . . .	4,119	2,818
GEORGIA AND FLORIDA . . . . .	4,631	3,431
EAST SOUTH CENTRAL (KENTUCKY, TENNESSEE, ALABAMA, AND MISSISSIPPI) . . . . .	1,490	1,104
WEST SOUTH CENTRAL (ARKANSAS, LOUISIANA, OKLAHOMA, AND TEXAS) . . . . .	3,005	2,860
MOUNTAIN (ARIZONA, COLORADO, IDAHO, NEW MEXICO, AND UTAH) . . . . .	1,145	800
PACIFIC . . . . .	10,547	6,576
CALIFORNIA . . . . .	10,060	6,211
WASHINGTON AND OREGON . . . . .	487	362

<sup>1</sup>Excludes manufacturer-retailers.

TABLE 3.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS,  
BY TYPE OF CONFECTIONERY<sup>1</sup>

SIC CODE	TYPE OF PRODUCT	AUGUST 1973		JULY 1973	
		QUANTITY THOUSAND POUNDS	VALUE THOUSAND DOLLARS	QUANTITY THOUSAND POUNDS	VALUE THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS <sup>2</sup> . . . . .	243,059	131,804	141,401	71,883
	PACKAGE GOODS MADE TO RETAIL AT:				
2065324	\$1.00 OR MORE PER POUND . . . . .	6,059	3,809	3,377	3,264
2065351	\$0.50 TO \$0.99 PER POUND . . . . .	56,697	30,207	10,538	14,877
2065371	LESS THAN \$0.50 PER POUND . . . . .	38,807	11,549	28,011	7,697
2060114	BAR GOODS . . . . .	88,818	57,538	53,479	31,799
2065201	5 CENT AND 10 CENT SPECIALTIES . . . . .	26,870	17,727	10,904	11,390
2060121	BULK GOODS, INCLUDING PENNY GOODS . . . . .	25,808	9,131	18,719	6,876

<sup>1</sup>The data in this table are obtained from a sample panel of about 80 large confectionery and chocolate manufacturers. This compares to a panel of 250 respondents reporting the same product detail on the annual survey. The monthly data are intended to reflect a trend of confectionery product sales whereas the annual provides an estimate of the absolute level of annual sales. An acceptable technique would be to prorate the monthly annual difference among the months, thereby retaining the existing month-to-month trend.

<sup>2</sup>Excludes manufacturer-retailers.

TABLE 4.--EXPORTS OF CONFECTIONERY PRODUCTS

Country to which exported	August		July		8 months through August 1973	
	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)
Confectionery, except chewing gum, not containing cocoa (0620115)						
Total.....	1,022	159	921	330	8,868	3,287
Canada.....	301	160	315	88	2,001	751
Mexico.....	248	72	172	48	2,176	635
Panama.....	33	14	9	5	170	89
Bermuda.....	11	6	9	3	105	58
Bahamas.....	15	7	15	6	220	132
Haiti.....	1	1	3	1	52	20
Netherlands Antilles.....	13	19	83	33	326	138
Sweden.....	8	8	81	20	175	59
United Kingdom.....	19	12	7	6	573	112
Belgium.....	5	3	-	-	93	29
West Germany.....	9	2	15	6	495	116
Greece.....	22	11	1	1	85	13
Indonesia.....	8	4	7	4	41	17
Hong Kong.....	11	5	5	2	105	51
Japan.....	41	15	55	28	492	233
Other.....	247	120	141	79	1,159	771
Confectionery containing cocoa or chocolate (0730020)						
Total.....	2,535	1,171	378	248	10,167	5,865
Canada.....	1,656	911	192	112	5,517	2,954
Mexico.....	23	16	7	5	276	159
Panama.....	-	-	37	19	329	174
Bermuda.....	9	6	2	1	94	65
Bahamas.....	21	10	6	4	150	90
United Kingdom.....	-	-	-	-	757	368
Italy.....	-	-	-	-	15	2
Japan.....	720	465	50	40	2,293	1,595
Other.....	106	63	84	67	736	458

Note: Data in this table are taken from Foreign Trade publication FT 410 U.S. Exports. The Schedule B codes are: 0620115, confectionery not containing chocolate; 0730020, confectionery containing chocolate.

TABLE 5.--IMPORTS OF CONFECTIONERY PRODUCTS

Country of origin	August		July		8 months through August 1973	
	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)
Chocolate, sweetened, except bars and blocks of 10 pounds or more (TSUSA codes 1563020 and 1563040)						
TOTAL.....	1,864	732	1,185	605	19,702	8,282
Canada.....	175	70	183	70	6,145	2,484
Dominican Republic.....	104	30	199	45	1,083	196
United Kingdom.....	335	287	361	153	3,161	1,249
Ireland.....	798	213	-	-	4,109	1,006
Netherlands.....	72	66	82	40	922	770
Belgium.....	41	24	255	136	1,214	583
West Germany.....	-	-	4	10	1,786	986
Switzerland.....	17	15	32	36	267	293
Italy.....	-	-	67	62	304	311
Israel.....	-	-	-	-	353	204
Other.....	22	27	2	3	358	200
Candy and other confectionery, n.e.s., not containing cocoa or chocolate (TSUSA code 1571020)						
TOTAL.....	6,568	2,353	7,544	3,066	56,501	21,046
Canada.....	652	170	585	155	3,084	825
Columbia.....	461	86	517	95	3,824	697
Argentina.....	932	217	622	140	4,443	986
Sweden.....	103	33	677	261	1,226	1,412
Finland.....	28	8	144	49	727	221
Denmark.....	77	31	255	90	2,334	742
United Kingdom.....	2,375	817	2,539	871	20,554	6,653
Netherlands.....	413	152	600	250	3,537	1,326
Belgium.....	100	58	221	187	1,382	869
West Germany.....	40	17	60	43	410	270
Austria.....	96	63	54	38	722	432
Switzerland.....	13	9	21	24	211	159
Poland.....	100	19	97	20	1,028	168
Spain.....	51	89	23	18	358	239
Italy.....	460	359	646	632	4,618	4,154
Yugoslavia.....	36	20	17	9	190	103
Israel.....	97	21	13	12	901	242
Hong Kong.....	55	27	121	53	1,077	325
Japan.....	47	39	49	38	434	308
Other.....	432	88	253	81	2,441	915
Candy and other confectionery, n.e.s., containing cocoa or chocolate (TSUSA code 1571040)						
TOTAL.....	2,518	1,352	1,411	802	14,917	8,162
Canada.....	371	186	125	68	3,331	1,908
Mexico.....	60	21	-	-	312	115
United Kingdom.....	1,555	841	953	518	7,303	3,685
Netherlands.....	47	14	6	2	237	147
France.....	22	22	3	2	187	147
West Germany.....	213	106	24	22	718	444
Switzerland.....	23	24	98	102	679	619
Italy.....	22	38	1	1	162	231
Israel.....	24	4	-	-	390	166
Other.....	181	96	201	87	1,598	700

-Represents zero.

n.e.s. Not elsewhere specified.

## DESCRIPTION OF SURVEY

The statistics in this publication were collected on census Form M20C.1, "Monthly Confectionery Survey by Type of Confectionery," and census Form M20C.2, "Monthly Confectionery Survey" from a sample of approximately 330 confectionery manufacturing establishments which account for approximately 90 percent of the total U.S. manufacturers' sales of confectionery products. The proportion estimated for the establishments which are not on the reporting panel varies by State and is based on their sales as reported in the 1967 Census of Manufactures.

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U. S. DEPARTMENT OF COMMERCE • Social and Economic Statistics Administration • BUREAU OF THE CENSUS

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NEW ENGLAND . . . . .	12,479	9,540
MIDDLE ATLANTIC . . . . .	104,846	82,629
NEW YORK AND NEW JERSEY . . . . .	37,304	28,619
PENNSYLVANIA . . . . .	67,542	54,010
EAST NORTH CENTRAL . . . . .	76,376	56,480
ILLINOIS . . . . .	66,177	49,577
OHIO AND INDIANA . . . . .	6,557	4,399
MICHIGAN AND WISCONSIN . . . . .	3,642	2,504
WEST NORTH CENTRAL . . . . .	5,525	4,727
MINNESOTA, KANSAS, S. DAKOTA & NEBRASKA . . . . .	3,338	2,659
IOWA AND MISSOURI . . . . .	2,187	2,068
SOUTH ATLANTIC . . . . .	9,154	8,871
MARYLAND, DISTRICT OF COLUMBIA, VIRGINIA, WEST VIRGINIA, NORTH CAROLINA, AND SOUTH CAROLINA . . . . .	3,982	4,140
GEORGIA AND FLORIDA . . . . .	5,172	4,734
EAST SOUTH CENTRAL (KENTUCKY, TENNESSEE, ALABAMA, AND MISSISSIPPI) . . . . .	2,055	1,168
WEST SOUTH CENTRAL (ARKANSAS, LOUISIANA, OKLAHOMA, AND TEXAS) . . . . .	6,284	2,999
MOUNTAIN (ARIZONA, COLORADO, IDAHO, NEW MEXICO, AND UTAH) . . . . .	1,487	1,145
PACIFIC . . . . .	11,800	10,507
CALIFORNIA . . . . .	11,211	9,985
WASHINGTON AND OREGON . . . . .	589	522

TABLE 3.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS,  
BY TYPE OF CONFECTIONERY

SIC CODE	TYPE OF PRODUCT	SEPTEMBER 1973		AUGUST 1973	
		QUANTITY THOUSAND POUNDS	VALUE THOUSAND DOLLARS	QUANTITY THOUSAND POUNDS	VALUE THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS. . . . .	316,607	177,040	243,586	131,967
	PACKAGE GOODS MADE TO RETAIL AT:				
2065324	\$1.00 OR MORE PER POUND . . . . .	12,405	12,953	6,020	5,929
2065351	\$0.50 TO \$0.99 PER POUND . . . . .	84,308	49,534	56,766	32,278
2065371	LESS THAN \$0.50 PER POUND . . . . .	63,553	20,389	38,913	11,438
2060114	RAR GOODS. . . . .	93,806	61,965	88,860	57,542
2065201	5 CENT AND 10 CENT SPECIALTIES . . . . .	25,371	18,698	26,968	15,538
2060121	BULK GOODS, INCLUDING PENNY GOODS. . . . .	37,164	13,501	26,059	9,242

TABLE 4.--EXPORTS OF CONFECTIONERY PRODUCTS

Country to which exported	September		August		9 months through Sept. 1973	
	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)
Confectionery, except chewing gum, not containing cocoa (0620115)						
Total.....	1,675	730	1,022	459	10,543	4,017
Canada.....	822	322	301	160	2,823	1,076
Mexico.....	244	81	248	72	2,720	716
Panama.....	12	6	33	14	182	95
Bermuda.....	23	20	11	6	128	78
Bahamas.....	28	18	15	7	248	150
Haiti.....	3	2	1	1	55	22
Netherlands Antilles.....	34	14	43	19	360	152
Sweden.....	34	7	8	8	209	66
United Kingdom.....	111	66	19	12	684	208
Belgium.....	2	1	5	3	95	30
West Germany.....	2	4	9	2	497	120
Greece.....	-	-	22	11	85	43
Indonesia.....	9	5	8	4	50	22
Hong Kong.....	28	17	11	5	133	68
Japan.....	29	17	41	15	521	250
Other.....	294	150	247	120	1,753	921
Confectionery containing cocoa or chocolate (0730020)						
Total.....	1,620	1,085	2,535	1,471	11,797	6,950
Canada.....	799	475	1,656	911	6,316	3,429
Mexico.....	28	19	23	16	304	178
Panama.....	40	23	-	-	369	197
Bermuda.....	13	9	9	6	107	74
Bahamas.....	7	4	21	10	157	94
United Kingdom.....	-	-	-	-	757	368
Italy.....	-	-	-	-	15	2
Japan.....	633	469	720	465	2,926	2,064
Other.....	100	86	106	63	836	544

Note: Data in this table are taken from Foreign Trade publication FT 410 U.S. Exports. The Schedule B codes are: 0620115, confectionery not containing chocolate; 0730020, confectionery containing chocolate.

TABLE 5.--IMPORTS OF CONFECTIONERY PRODUCTS

Country of origin	September		August		9 months through Sept. 1973	
	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)
Chocolate, sweetened, except bars and blocks of 10 pounds or more (TSUSA codes 1563020 and 1563040)						
TOTAL.....	1,920	1,010	1,864	732	21,622	9,292
Canada.....	305	139	175	70	6,450	2,623
Dominican Republic.....	-	-	104	30	1,083	196
United Kingdom.....	401	169	635	287	3,562	1,418
Ireland.....	401	105	798	213	4,510	1,111
Netherlands.....	155	126	72	66	1,077	896
Belgium.....	146	82	41	24	1,360	665
West Germany.....	151	142	-	-	1,937	1,128
Switzerland.....	73	90	17	15	340	383
Italy.....	36	26	-	-	340	337
Israel.....	18	11	-	-	371	215
Other.....	234	120	22	27	592	320
Candy and other confectionery, n.e.s., not containing cocoa or chocolate (TSUSA code 1571020)						
TOTAL.....	7,808	3,550	6,568	2,353	64,309	24,596
Canada.....	521	156	652	170	3,605	981
Columbia.....	588	113	461	86	1,412	810
Argentina.....	598	133	932	217	5,041	1,119
Sweden.....	463	166	103	33	4,689	1,578
Finland.....	127	58	28	8	854	279
Denmark.....	306	129	77	31	2,640	871
United Kingdom.....	2,397	774	2,375	817	22,951	7,427
Netherlands.....	566	249	413	152	4,103	1,575
Belgium.....	77	89	100	58	1,459	958
West Germany.....	503	128	40	47	913	398
Austria.....	104	73	96	63	826	505
Switzerland.....	75	70	13	9	286	229
Poland.....	28	7	100	19	1,056	175
Spain.....	208	309	51	89	566	548
Italy.....	450	640	460	359	5,068	4,794
Yugoslavia.....	50	29	36	20	240	132
Israel.....	137	34	97	21	1,038	276
Hong Kong.....	178	89	55	27	1,255	414
Japan.....	36	30	47	39	470	338
Other.....	396	274	432	88	2,837	1,189
Candy and other confectionery, n.e.s., containing cocoa or chocolate (TSUSA code 1571040)						
TOTAL.....	3,090	2,137	2,518	1,352	18,007	10,299
Canada.....	923	610	371	186	4,254	2,518
Mexico.....	6	2	60	21	318	117
United Kingdom.....	1,082	594	1,555	841	8,385	4,279
Netherlands.....	17	11	47	14	254	158
France.....	17	16	22	22	204	163
West Germany.....	534	359	213	106	1,252	803
Switzerland.....	159	191	23	24	838	810
Italy.....	17	32	22	38	179	263
Israel.....	46	15	24	4	436	181
Other.....	289	307	181	96	1,887	1,007

-Represents zero.

n.e.s. Not elsewhere specified.

## DESCRIPTION OF SURVEY

The statistics in this publication were collected on census Form M20C.1, "Monthly Confectionery Survey by Type of Confectionery," and census Form M20C.2, "Monthly Confectionery Survey" from a sample of approximately 330 confectionery manufacturing establishments which account for approximately 90 percent of the total U.S. manufacturers' sales of confectionery products. The proportion estimated for the establishments which are not on the reporting panel varies by State and is based on their sales as reported in the 1967 Census of Manufactures.

The statistics presented in table 1 represent industry total sales figures which are based on the combined monthly sales totals reported by the panel and which include estimates.

Approximately 250 of the respondents are mailed Form M20C.2 on which the total monthly sales figures is the only item reported. The remaining establishments on the panel, which form a group of about 80 of the large manufacturer-wholesaler and chocolate-manufacturing concerns, report on Form M20C.1 on which detail by type of confectionery is requested in addition to the total sales figure. Aggregate figures for this group are presented in table 2. Comparison of table with the second column of table 1 shows that the respondents of Form M20C.1 account for 55 to 60 percent of the total estimated sales.

The current month's figures include estimates for respondents in the reporting panel whose reports were not received in time for tabulation as well as for small respondents excluded from the panel. Missing figures for companies in the reporting panel are imputed from the month-to-month movements shown by reporting firms. The overall imputation rate is generally limited to 25 percent, including about 10 percent for small respondents excluded from the monthly panel. Individual items with higher imputation rates are footnoted.

The imputation rate is not an explicit indicator of the potential error in published figures due to nonresponse, both because the actual monthly movements for nonrespondents may or may not closely agree with the imputed movements, and because the estimates for nonpanel cases may not reflect their current activity. The probable range of difference between the actual and imputed figures is unknown. The degree of uncertainty regarding the accuracy of the data, however, increases as the percentage of imputation increases. Figures with imputation rates above

25 percent, particularly, should be used with caution.

Statistics for previous months may be revised, due to receipt of corrected data from respondents, including late reports for which estimates were made, and other corrections. Figures which were revised significantly are indicated by footnotes.

## REPORTING PERIOD ADJUSTMENT

Beginning January 1971 the data were adjusted for number of working days in the reporting period to compensate for differences in individual company reporting patterns (i.e. calendar month, 4-week, 5-week periods). Based on a study of large confectionery manufacturers, it has been determined that the calendar month accounting system prevails in the industry. Hence, adjustments have been made to those reporting on other than a calendar month basis.

## SEASONAL ADJUSTMENT

This report presents seasonally adjusted data in table 1. The seasonal adjustment program largely eliminates the effect normal seasonal variations (including variations due to vacations, weather, etc.) and measured over the time period for which the data were used. The resulting information thus provides a better measure than the original data of the month-to-month variations which are due to factors that are not associated with a repetitive seasonal pattern. This program is amply described in the literature on this method.

## RELATED REPORTS

An annual Current Industrial Report which includes only summary data is published in this series. This report consists partly of totals from the monthly reports and partly of data obtained as the result of a joint survey by the Bureau of the Census and Bureau of Domestic Commerce. In this joint undertaking, various statistics on confectionery are collected on census form MA-20D. The results of the survey are published in detail in a report entitled, "Confectionery Manufacturers, Sales and Distribution" published by the Bureau of Domestic Commerce.

## EXPLANATION OF TERMS

Manufacturer - wholesalers--Confectionery manufacturing establishments which sell primarily to wholesalers or retailers. This category includes chocolate manufacturers.

Manufacturer-retailers--Confectionery manufacturing establishments which sell primarily through their own retail outlets. Establishments which have only one retail outlet are not classified in manufacturing.

Sales--Manufacturer-wholesaler and chocolate-manufacturer sales represent f.o.b. plant value and exclude resales of goods purchased from other manufacturers or received from other plants of the reporting company.

Sales of manufacturer-retailers represent the value of goods transferred to retail outlets; they are approximately the commercial wholesale sales value and not the retail price to the consumer.

Products--In this survey, data are collected only for consumer type confectionery goods. Such data exclude cough drops, medicated candy, chewing gum, roasted peanuts, unsweetened popcorn, and fountain syrup.

Bar goods--Bar goods includes plain, coated and molded bars with or without nuts which are wrapped with not more than two pieces to the individual consumer-unit; the consumer-units are retailed separately or in economy packages.

Bulk goods--Bulk goods includes penny goods, hard candies, coated nuts, peanut brittle, unpackaged chocolates, etc., usually wholesaled in containers over 5 pounds and weighted out by the retailer to be sold by the pound or fraction thereof.

5-cent and 10-cent specialties--These are confectionery items of more than two pieces to the individual consumer-unit and novelty items, intended to retail at the above prices. Rolls or packets of mints, fruit drops, holiday novelties, candy toys and similar types of confections are included but cough drops and chewing gum are excluded.

Packaged goods--This includes assorted chocolate and other confections packaged in consumer-type boxes, bags, window-boxes, etc., designed to retail at \$1 or more, 50 cents to 99 cents, and less than 50 cents per pound. Miniature bars are included here as are packages of marshmallows, sugar coated popcorn, and similar packaged confections.



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## CURRENT INDUSTRIAL REPORTS

*C*  
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**Confectionery, Including  
Chocolate Products**

October 1973

U. S. DEPARTMENT OF COMMERCE • Social and Economic Statistics Administration • BUREAU OF THE CENSUS

December 1973

SERIES: M20C(73)-10

The statistics in this publication are based on a survey of manufacturers and represent the entire U.S. sales of confectionery by manufacturing establishments except in table 2. Estimates are included for establishments whose reports were not received in time for tabulation. A more complete description of the survey appears on pages 5 and 6.

TABLE 1.--SUMMARY OF MANUFACTURERS' NET SALES OF  
CONFECTIONERY: 1971 TO 1973

(Millions of dollars)

Month and year	Total <sup>1</sup> (seasonally adjusted)	Total <sup>1</sup> (unadjusted)
1973		
October.....	177	224
September.....	182	233
August.....	190	183
July.....	166	114
June.....	167	135
May.....	171	143
April.....	177	154
March.....	180	182
February.....	160	172
January.....	174	184
1972		
December.....	181	172
November.....	169	199
October.....	157	195
September.....	168	221
August.....	185	177
July.....	165	110
June.....	163	134
May.....	166	137
April.....	155	133
March.....	157	163
February.....	150	168
January.....	165	167
1971		
December.....	155	157
November.....	166	195
October.....	166	204

Note: Data include from 15 to 25 percent estimation for nonresponse and for small establishments excluded from the panel.

<sup>1</sup>Data include manufacturer-retailers.

TABLE 2.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS,  
BY KIND OF BUSINESS AND GEOGRAPHIC AREA

ITEM	OCTOBER 1973	SEPTEMBER 1973
	SALES	SALES
	(\$1,000)	(\$1,000)
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA, UNITED STATES TOTAL . . . . .	217,452	227,786
NEW ENGLAND . . . . .	13,366	12,479
MIDDLE ATLANTIC . . . . .	96,667	103,122
NEW YORK AND NEW JERSEY . . . . .	32,588	35,334
PENNSYLVANIA . . . . .	64,079	67,788
EAST NORTH CENTRAL . . . . .	62,332	75,780
ILLINOIS . . . . .	52,082	65,602
OHIO AND INDIANA . . . . .	6,885	6,536
MICHIGAN AND WISCONSIN . . . . .	3,365	3,642
WEST NORTH CENTRAL . . . . .	6,915	5,686
MINNESOTA, KANSAS, S. DAKOTA & NEBRASKA . . . . .	4,099	3,499
IOWA AND MISSOURI . . . . .	2,816	2,187
SOUTH ATLANTIC . . . . .	13,916	9,167
MARYLAND, DISTRICT OF COLUMBIA, VIRGINIA, WEST VIRGINIA, NORTH CAROLINA, AND SOUTH CAROLINA . . . . .	4,864	4,052
GEORGIA AND FLORIDA . . . . .	9,052	5,115
EAST SOUTH CENTRAL (KENTUCKY, TENNESSEE, ALABAMA, AND MISSISSIPPI) . . . . .	5,034	2,055
WEST SOUTH CENTRAL (ARKANSAS, LOUISIANA, OKLAHOMA, AND TEXAS) . . . . .	6,180	6,327
MOUNTAIN (ARIZONA, COLORADO, IDAHO, NEW MEXICO, AND UTAH) . . . . .	1,773	1,370
PACIFIC . . . . .	11,269	11,800
CALIFORNIA . . . . .	10,596	11,211
WASHINGTON AND OREGON . . . . .	673	589

TABLE 3.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS,  
BY TYPE OF CONFECTIONERY

SIC CODE	TYPE OF PRODUCT	OCTOBER 1973		SEPTEMBER 1973	
		QUANTITY	VALUE	QUANTITY	VALUE
		THOUSAND POUNDS	THOUSAND DOLLARS	THOUSAND POUNDS	THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS. . . . .	268,581	151,977	314,761	174,562
	PACKAGE GOODS MADE TO RETAIL AT:				
2065324	\$1.00 OR MORE PER POUND . . . . .	15,966	15,712	12,445	13,036
2065351	\$0.50 TO \$0.99 PER POUND . . . . .	70,057	41,000	84,274	49,447
2065371	LESS THAN \$0.50 PER POUND . . . . .	47,941	16,501	61,870	19,943
2060114	BAR GOODS. . . . .	78,776	51,058	93,800	61,967
2065201	5 CENT AND 10 CENT SPECIALTIES . . . . .	23,317	15,518	25,333	16,673
2060121	BULK GOODS, INCLUDING PENNY GOODS. . . . .	32,524	12,188	37,039	13,496

TABLE 4.--EXPORTS OF CONFECTIONERY PRODUCTS

Country to which exported	October		September		10 months through Oct. 1973	
	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)
Confectionery, except chewing gum, not containing cocoa (0620115)						
Total.....	1,617	642	1,675	730	12,160	4,659
Canada.....	594	248	822	322	3,417	1,324
Mexico.....	377	111	244	81	3,097	827
Panama.....	38	12	12	6	220	107
Bermuda.....	20	10	23	20	148	88
Bahamas.....	40	19	28	18	288	169
Haiti.....	58	19	3	2	113	41
Netherlands Antilles.....	56	20	34	14	416	172
Sweden.....	8	6	34	7	217	72
United Kingdom.....	7	7	111	66	691	215
Belgium.....	29	7	2	1	124	37
West Germany.....	9	4	2	4	506	124
Greece.....	3	1	-	-	88	44
Indonesia.....	14	8	9	5	64	30
Hong Kong.....	23	11	28	17	156	79
Japan.....	77	36	29	17	598	286
Other.....	264	123	294	150	2,017	1,044
Confectionery containing cocoa or chocolate (0730020)						
Total.....	2,722	1,780	1,620	1,085	14,509	8,730
Canada.....	1,459	838	799	475	7,775	4,267
Mexico.....	50	31	28	19	354	209
Panama.....	47	24	40	23	416	221
Bermuda.....	6	5	13	9	113	79
Bahamas.....	22	13	7	4	179	107
United Kingdom.....	1	1	-	-	758	369
Italy.....	-	-	-	-	15	2
Japan.....	944	705	633	469	3,870	2,769
Other.....	193	163	100	86	1,029	707

Note: Data in this table are taken from Foreign Trade publication FT 410 U.S. Exports. The Schedule B codes are: 0620115, confectionery not containing chocolate; 0730020, confectionery containing chocolate.

TABLE 5.--IMPORTS OF CONFECTIONERY PRODUCTS

Country of origin	October		September		10 months through Oct. 1973	
	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)
Chocolate, sweetened, except bars and blocks of 10 pounds or more (TSUSA codes 1563020 and 1563040)						
TOTAL.....	3,073	1,629	1,920	1,010	24,695	10,921
Canada.....	1,662	732	305	139	8,112	3,355
Dominican Republic.....	147	36	-	-	1,230	232
United Kingdom.....	290	133	401	169	3,852	1,531
Ireland.....	120	34	401	105	1,630	1,145
Netherlands.....	118	130	155	126	1,195	1,026
Belgium.....	125	57	146	82	1,485	722
West Germany.....	368	297	151	142	2,305	1,425
Switzerland.....	70	73	73	90	410	456
Italy.....	103	79	36	26	443	416
Israel.....	21	19	18	11	392	234
Other.....	49	39	234	120	641	359
Candy and other confectionery, n.e.s., not containing cocoa or chocolate (TSUSA code 1571020)						
TOTAL.....	7,548	3,742	7,808	3,550	71,837	28,338
Canada.....	482	158	521	156	4,087	1,139
Columbia.....	619	115	588	113	5,031	925
Argentina.....	641	119	598	133	5,682	1,238
Sweden.....	541	211	463	166	5,230	1,789
Finland.....	168	66	127	58	1,022	345
Denmark.....	300	141	306	129	2,940	1,012
United Kingdom.....	2,210	748	2,397	774	25,161	8,175
Netherlands.....	338	148	566	219	4,441	1,723
Belgium.....	163	130	77	89	1,622	1,088
West Germany.....	96	86	503	128	1,009	484
Austria.....	93	65	104	73	919	570
Switzerland.....	54	30	75	70	340	259
Poland.....	85	19	28	7	1,141	194
Spain.....	306	540	208	309	872	1,088
Italy.....	563	803	450	640	5,631	5,597
Yugoslavia.....	43	23	50	29	283	155
Israel.....	39	8	137	34	1,077	284
Hong Kong.....	133	66	178	89	1,388	480
Japan.....	80	68	36	30	550	406
Other.....	594	198	396	274	3,431	1,387
Candy and other confectionery, n.e.s., containing cocoa or chocolate (TSUSA code 1571040)						
TOTAL.....	4,185	2,954	3,090	2,137	22,192	13,253
Canada.....	1,289	871	923	610	5,543	3,389
Mexico.....	13	5	6	2	331	122
United Kingdom.....	1,223	592	1,082	594	9,608	4,871
Netherlands.....	38	42	17	11	292	200
France.....	33	33	17	16	237	196
West Germany.....	866	683	534	359	2,118	1,486
Switzerland.....	239	294	159	191	1,077	1,104
Italy.....	112	163	17	32	291	426
Israel.....	25	9	46	15	461	190
Other.....	347	262	289	307	2,234	1,269

-Represents zero.

n.e.s. Not elsewhere specified.

## DESCRIPTION OF SURVEY

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Sales of manufacturer-retailers represent the value of goods transferred to retail outlets; they are approximately the commercial wholesale sales value and not the retail price to the consumer.

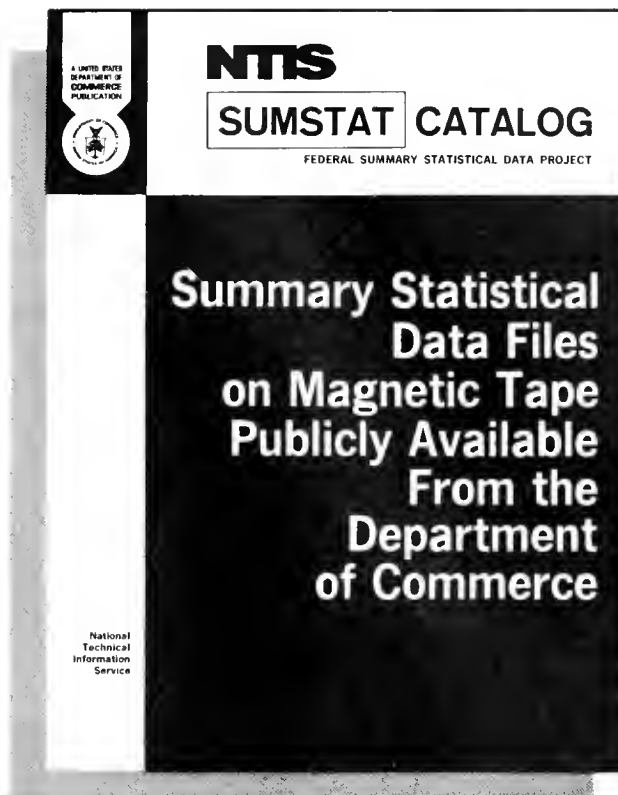
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Bulk goods--Bulk goods includes penny goods, hard candies, coated nuts, peanut brittle, unpackaged chocolates, etc., usually wholesaled in containers over 5 pounds and weighted out by the retailer to be sold by the pound or fraction thereof.

5-cent and 10-cent specialties--These are confectionery items of more than two pieces to the individual consumer-unit and novelty items, intended to retail at the above prices. Rolls or packets of mints, fruit drops, holiday novelties, candy toys and similar types of confections are included but cough drops and chewing gum are excluded.

Packaged goods--This includes assorted chocolate and other confections packaged in consumer-type boxes, bags, window-boxes, etc., designed to retail at \$1 or more, 50 cents to 99 cents, and less than 50 cents per pound. Miniature bars are included here as are packages of marshmallows, sugar coated popcorn, and similar packaged confections.



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C  
56. 216:CURRENT INDUSTRIAL REPORTS  
**Confectionery, Including  
Chocolate Products**

November 1973



U. S. DEPARTMENT OF COMMERCE • Social and Economic Statistics Administration • BUREAU OF THE CENSUS

January 1974

SERIES: M20C(73)-11

The statistics in this publication are based on a survey of manufacturers and represent the entire U.S. sales of confectionery by manufacturing establishments except in table 2. Estimates are included for establishments whose reports were not received in time for tabulation. A more complete description of the survey appears on pages 5 and 6.

TABLE 1.--SUMMARY OF MANUFACTURERS' NET SALES OF  
CONFECTIONERY: 1971 TO 1973

(Millions of dollars)

Month and year	Total <sup>1</sup> (seasonally adjusted)	Total <sup>1</sup> (unadjusted)
1973		
November.....	200	235
October.....	180	227
September.....	182	233
August.....	190	183
July.....	166	114
June.....	167	135
May.....	171	143
April.....	177	154
March.....	180	182
February.....	160	172
January.....	174	184
1972		
December.....	181	172
November.....	169	199
October.....	157	195
September.....	168	221
August.....	185	177
July.....	165	110
June.....	163	134
May.....	166	137
April.....	155	133
March.....	157	163
February.....	150	168
January.....	165	167
1971		
December.....	155	157
November.....	166	195

Note: Data include from 15 to 25 percent estimation for nonresponse and for small establishments excluded from the panel.

<sup>1</sup>Data include manufacturer-retailers.

TABLE 2.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS,  
BY KIND OF BUSINESS AND GEOGRAPHIC AREA

ITEM	NOVEMBER 1973	OCTOBER 1973
	SALES	SALES
	(\$1,000)	(\$1,000)
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA, UNITED STATES TOTAL . . . . .	221,194	219,969
NEW ENGLAND . . . . .	16,065	13,932
MIDDLE ATLANTIC . . . . .	93,418	97,723
NEW YORK AND NEW JERSEY . . . . .	33,433	33,339
PENNSYLVANIA . . . . .	59,985	64,384
EAST NORTH CENTRAL . . . . .	56,095	62,392
ILLINOIS . . . . .	46,546	52,142
OHIO AND INDIANA . . . . .	7,045	6,885
MICHIGAN AND WISCONSIN . . . . .	2,504	3,365
WEST NORTH CENTRAL . . . . .	11,342	6,915
MINNESOTA, KANSAS, S. DAKOTA & NEBRASKA . . . . .	8,294	4,099
IOWA AND MISSOURI . . . . .	3,048	2,816
SOUTH ATLANTIC . . . . .	17,363	13,917
MARYLAND, DISTRICT OF COLUMBIA, VIRGINIA, WEST VIRGINIA, NORTH CAROLINA, AND SOUTH CAROLINA . . . . .	9,474	4,865
GEORGIA AND FLORIDA . . . . .	7,889	9,052
EAST SOUTH CENTRAL (KENTUCKY, TENNESSEE, ALABAMA, AND MISSISSIPPI) . . . . .	4,444	5,038
WEST SOUTH CENTRAL (ARKANSAS, LOUISIANA, OKLAHOMA, AND TEXAS) . . . . .	7,200	6,440
MOUNTAIN (ARIZONA, COLORADO, IDAHO, NEW MEXICO, AND UTAH) . . . . .	4,318	1,800
PACIFIC . . . . .	10,949	11,812
CALIFORNIA . . . . .	9,764	10,596
WASHINGTON AND OREGON . . . . .	1,185	1,216

TABLE 3.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURES,  
BY TYPE OF CONFECTIONERY

SIC CODE	TYPE OF PRODUCT	NOVEMBER 1973		OCTOBER 1973	
		QUANTITY	VALUE	QUANTITY	VALUE
		THOUSAND POUNDS	THOUSAND DOLLARS	THOUSAND POUNDS	THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS . . . . .	257,046	151,412	270,296	153,999
	PACKAGE GOODS MADE TO RETAIL AT:				
2065324	\$1.00 OR MORE PER POUND . . . . .	25,176	29,233	15,862	16,730
2065351	\$0.50 TO \$0.99 PER POUND . . . . .	58,942	34,277	70,175	41,053
2065371	LESS THAN \$0.50 PER POUND . . . . .	50,359	16,053	48,068	16,547
2060114	BAR GOODS . . . . .	70,909	44,784	80,107	51,899
2065201	5 CENT AND 10 CENT SPECIALTIES . . . . .	24,471	16,773	23,268	15,504
2060121	BULK GOODS, INCLUDING PENNY GOODS . . . . .	27,189	10,292	32,816	12,266

TABLE 4.--EXPORTS OF CONFECTIONERY PRODUCTS

Country to which exported	November		October		11 months through Nov. 1973	
	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)
Confectionery, except chewing gum, not containing cocoa (0620115)						
Total.....	1,964	807	1,617	642	14,124	5,466
Canada.....	851	329	594	248	4,268	1,644
Mexico.....	394	114	377	111	3,491	941
Panama.....	6	1	38	12	226	108
Bermuda.....	19	11	20	10	167	99
Bahamas.....	45	32	40	19	333	201
Haiti.....	9	4	58	19	122	45
Netherlands Antilles.....	47	23	56	20	463	195
Sweden.....	3	3	8	6	220	75
United Kingdom.....	103	50	7	7	794	265
Belgium.....	36	12	29	7	160	49
West Germany.....	2	4	9	4	508	128
Greece.....	17	10	3	1	105	54
Indonesia.....	4	4	14	8	68	34
Hong Kong.....	52	19	23	11	208	98
Japan.....	131	75	77	36	729	361
Other.....	245	125	264	123	2,262	1,169
Confectionery containing cocoa or chocolate (0730020)						
Total.....	1,582	939	2,722	1,780	16,091	9,669
Canada.....	827	415	1,459	838	8,602	4,682
Mexico.....	91	46	50	31	445	255
Panama.....	72	41	47	24	488	262
Bermuda.....	28	18	6	5	141	97
Bahamas.....	15	10	22	13	194	117
United Kingdom.....	2	2	1	1	760	371
Italy.....	-	-	-	-	15	2
Japan.....	249	178	944	705	4,119	2,947
Other.....	298	229	193	163	1,327	936

Note: Data in this table are taken from Foreign Trade publication FT 410 U.S. Exports. The Schedule B codes are: 0620115, confectionery not containing chocolate; 0730020, confectionery containing chocolate.

TABLE 5.--IMPORTS OF CONFECTIONERY PRODUCTS

Country of origin	November		October		11 months through Nov. 1973	
	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)
Chocolate, sweetened, except bars and blocks of 10 pounds or more (TSUSA codes 1563020 and 1563040)						
TOTAL.....	(NA)	(NA)	3,073	1,629	NA	NA
Canada.....	(NA)	(NA)	1,662	732	NA	NA
Dominican Republic.....	(NA)	(NA)	147	36	NA	NA
United Kingdom.....	(NA)	(NA)	290	133	NA	NA
Ireland.....	(NA)	(NA)	120	34	NA	NA
Netherlands.....	(NA)	(NA)	118	130	NA	NA
Belgium.....	(NA)	(NA)	125	57	NA	NA
West Germany.....	(NA)	(NA)	368	297	NA	NA
Switzerland.....	(NA)	(NA)	70	73	NA	NA
Italy.....	(NA)	(NA)	103	79	NA	NA
Israel.....	(NA)	(NA)	21	19	NA	NA
Other.....	(NA)	(NA)	49	39	NA	NA
Candy and other confectionery, n.e.s., not containing cocoa or chocolate (TSUSA code 1571020)						
TOTAL.....	(NA)	(NA)	7,548	3,742	NA	NA
Canada.....	(NA)	(NA)	482	158	NA	NA
Columbia.....	(NA)	(NA)	619	115	NA	NA
Argentina.....	(NA)	(NA)	641	119	NA	NA
Sweden.....	(NA)	(NA)	541	211	NA	NA
Finland.....	(NA)	(NA)	168	66	NA	NA
Denmark.....	(NA)	(NA)	300	141	NA	NA
United Kingdom.....	(NA)	(NA)	2,210	748	NA	NA
Netherlands.....	(NA)	(NA)	338	148	NA	NA
Belgium.....	(NA)	(NA)	163	130	NA	NA
West Germany.....	(NA)	(NA)	96	86	NA	NA
Austria.....	(NA)	(NA)	93	65	NA	NA
Switzerland.....	(NA)	(NA)	54	30	NA	NA
Poland.....	(NA)	NA	85	19	NA	NA
Spain.....	(NA)	(NA)	306	540	NA	NA
Italy.....	(NA)	(NA)	563	803	NA	NA
Yugoslavia.....	(NA)	(NA)	43	23	NA	NA
Israel.....	(NA)	(NA)	39	8	NA	NA
Hong Kong.....	(NA)	(NA)	133	66	NA	NA
Japan.....	(NA)	(NA)	80	68	NA	NA
Other.....	(NA)	(NA)	594	198	NA	NA
Candy and other confectionery, n.e.s., containing cocoa or chocolate (TSUSA code 1571040)						
TOTAL.....	(NA)	(NA)	4,185	2,954	(NA)	(NA)
Canada.....	(NA)	(NA)	1,289	871	NA	NA
Mexico.....	(NA)	(NA)	13	5	NA	NA
United Kingdom.....	(NA)	(NA)	1,223	592	NA	NA
Netherlands.....	(NA)	(NA)	38	42	NA	NA
France.....	(NA)	NA	33	33	NA	NA
West Germany.....	(NA)	(NA)	866	683	NA	NA
Switzerland.....	(NA)	(NA)	239	294	NA	NA
Italy.....	(NA)	(NA)	112	163	NA	NA
Israel.....	(NA)	(NA)	25	9	NA	NA
Other.....	(NA)	(NA)	347	262	NA	NA

-Represents zero.

n.e.s. Not elsewhere specified.

## DESCRIPTION OF SURVEY

The statistics in this publication were collected on Census Form M20C.1, "Monthly Confectionery Survey by Type of Confectionery," and Census Form M20C.2, "Monthly Confectionery Survey" from a sample of approximately 330 confectionery manufacturing establishments which account for approximately 90 percent of the total U.S. manufacturers' sales of confectionery products. The proportion estimated for the establishments which are not on the reporting panel varies by State and is based on their sales as reported in the 1967 Census of Manufactures.

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56. 216:

## CURRENT INDUSTRIAL REPORTS

Confectionery, Including  
Chocolate Products

December 1973



U. S. DEPARTMENT OF COMMERCE • Social and Economic Statistics Administration • BUREAU OF THE CENSUS

February 1974

SERIES: M20C(73)-12

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Note: Data include from 15 to 25 percent estimation for nonresponse and for small establishments excluded from the panel.

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ITEM	DECEMBER 1973	NOVEMBER 1973
	SALES (\$1,000)	SALES (\$1,000)
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA, UNITED STATES TOTAL . . . . .	154,426	220,379
NEW ENGLAND . . . . .	12,655	16,065
MIDDLE ATLANTIC . . . . .	64,524	93,611
NEW YORK AND NEW JERSEY . . . . .	22,402	33,075
PENNSYLVANIA . . . . .	42,122	60,536
EAST NORTH CENTRAL . . . . .	38,678	54,746
ILLINOIS . . . . .	31,204	45,080
OHIO AND INDIANA . . . . .	5,382	7,045
MICHIGAN AND WISCONSIN . . . . .	2,092	2,621
WEST NORTH CENTRAL . . . . .	7,749	11,603
MINNESOTA, KANSAS, S. DAKOTA & NEBRASKA . . . . .	6,074	8,555
IOWA AND MISSOURI . . . . .	1,675	3,048
SOUTH ATLANTIC . . . . .	10,706	17,361
MARYLAND, DISTRICT OF COLUMBIA, VIRGINIA, WEST VIRGINIA, NORTH CAROLINA, AND SOUTH CAROLINA . . . . .	6,954	9,472
GEORGIA AND FLORIDA . . . . .	3,752	7,889
EAST SOUTH CENTRAL (KENTUCKY, TENNESSEE, ALABAMA, AND MISSISSIPPI) . . . . .	3,369	4,330
WEST SOUTH CENTRAL (ARKANSAS, LOUISIANA, OKLAHOMA, AND TEXAS) . . . . .	5,465	7,308
MOUNTAIN (ARIZONA, COLORADO, IDAHO, NEW MEXICO, AND UTAH) . . . . .	2,748	4,318
PACIFIC . . . . .	8,532	11,037
CALIFORNIA . . . . .	7,504	9,779
WASHINGTON AND OREGON . . . . .	1,028	1,258

TABLE 3.--POUNDAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURES,  
BY TYPE OF CONFECTIONERY

SIC CODE	TYPE OF PRODUCT	DECEMBER 1973		NOVEMBER 1973	
		QUANTITY THOUSAND POUNDS	VALUE THOUSAND DOLLARS	QUANTITY THOUSAND POUNDS	VALUE THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS. . . . .	178,533	106,762	253,836	150,362
	PACKAGE GOODS MADE TO RETAIL AT:				
2065324	\$1.00 OR MORE PER POUND . . . . .	18,993	22,965	24,937	29,627
2065351	\$0.50 TO \$0.99 PER POUND . . . . .	32,078	18,557	57,783	33,510
2065371	LESS THAN \$0.50 PER POUND . . . . .	40,085	12,106	49,025	15,734
2060114	BAR GOODS . . . . .	51,038	33,016	70,896	44,611
2065201	5 CENT AND 10 CENT SPECIALTIES . . . . .	17,868	13,117	24,412	16,747
2060121	PULK GOODS, INCLUDING PENNY GOODS . . . . .	18,471	7,001	26,783	10,133

TABLE 4.--EXPORTS OF CONFECTIONERY PRODUCTS

Country to which exported	December		November		12 months through Dec. 1973	
	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)
Confectionery, except chewing gum, not containing cocoa (0620115)						
Total.....	1,523	650	1,964	807	17,611	6,923
Canada.....	436	192	851	320	5,555	2,156
Mexico.....	440	148	394	114	4,325	1,203
Panama.....	17	10	6	1	249	119
Bermuda.....	7	4	19	11	193	114
Bahamas.....	46	33	45	32	424	266
Haiti.....	3	2	9	4	134	51
Netherlands Antilles.....	26	12	47	23	536	230
Sweden.....	-	-	3	3	223	78
United Kingdom.....	14	8	103	50	911	323
Belgium.....	14	7	36	12	210	68
West Germany.....	3	3	2	4	513	135
Greece.....	-	-	17	10	122	64
Indonesia.....	7	4	4	4	79	42
Hong Kong.....	32	14	52	19	292	131
Japan.....	75	32	131	75	935	468
Other.....	403	181	245	125	2,910	1,475
Confectionery containing cocoa or chocolate (0730020)						
Total.....	1,795	1,133	1,582	939	19,468	11,741
Canada.....	987	544	827	415	10,416	5,641
Mexico.....	49	34	91	46	585	335
Panama.....	84	51	72	41	644	354
Bermuda.....	5	5	28	18	174	120
Bahamas.....	25	14	15	10	234	141
United Kingdom.....	-	-	2	2	762	373
Italy.....	-	-	-	-	15	2
Japan.....	391	313	249	178	4,759	3,438
Other.....	254	172	298	229	1,879	1,337

Note: Data in this table are taken from Foreign Trade publication FT 410 U.S. Exports. The Schedule B codes are: 0620115, confectionery not containing chocolate; 0730020, confectionery containing chocolate.

TABLE 5.--IMPORTS OF CONFECTIONERY PRODUCTS

Country of origin	December		November		12 months through Dec. 1973	
	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)
Chocolate, sweetened, except bars and blocks of 10 pounds or more (TSUSA codes 1563020 and 1563040)						
TOTAL.....	3,146	1,500	3,015	1,636	30,856	14,057
Canada.....	595	317	1,130	567	9,837	4,239
Dominican Republic.....	135	32	144	41	1,509	305
United Kingdom.....	1,210	375	369	178	5,431	2,104
Ireland.....	64	18	376	97	5,070	1,260
Netherlands.....	110	124	186	184	1,491	1,334
Belgium.....	82	40	156	67	1,723	829
West Germany.....	824	477	458	336	3,587	2,238
Switzerland.....	68	84	30	35	508	575
Italy.....	-	-	7	6	450	422
Israel.....	38	21	76	70	506	325
Other.....	20	12	83	55	744	426
Candy and other confectionery, n.e.s., not containing cocoa or chocolate (TSUSA code 1571020)						
TOTAL.....	7,297	3,063	10,306	5,616	89,440	37,017
Canada.....	351	132	278	100	4,716	1,371
Columbia.....	412	81	519	105	5,962	1,111
Argentina.....	889	232	758	205	7,329	1,675
Sweden.....	316	111	466	169	6,012	2,069
Finland.....	56	23	178	67	1,256	435
Denmark.....	158	69	227	107	3,325	1,188
United Kingdom.....	2,721	905	4,800	1,555	32,682	10,635
Netherlands.....	465	185	395	190	5,301	2,098
Belgium.....	125	125	202	173	1,949	1,386
West Germany.....	70	50	82	52	1,161	586
Austria.....	84	58	103	77	1,106	705
Switzerland.....	29	19	20	21	389	299
Poland.....	234	32	108	23	1,483	249
Spain.....	134	235	614	1,078	1,620	2,401
Italy.....	417	462	960	1,419	7,008	7,478
Yugoslavia.....	30	18	29	16	342	189
Israel.....	146	37	156	36	1,379	357
Hong Kong.....	160	82	126	63	1,674	625
Japan.....	52	43	78	70	680	519
Other.....	448	164	207	90	4,066	1,641
Candy and other confectionery, n.e.s., containing cocoa or chocolate (TSUSA code 1571040)						
TOTAL.....	2,595	1,605	3,181	2,002	27,968	16,860
Canada.....	446	367	933	621	6,922	4,377
Mexico.....	11	6	24	10	366	138
United Kingdom.....	1,227	473	1,337	712	12,172	6,056
Netherlands.....	72	19	86	66	450	285
France.....	1	3	18	17	256	216
West Germany.....	192	117	280	178	2,590	1,781
Switzerland.....	105	122	93	103	1,275	1,329
Italy.....	177	277	65	110	533	813
Israel.....	17	7	22	7	500	204
Other.....	347	214	323	178	2,904	1,661

-Represents zero.

n.e.s. Not elsewhere specified.

## DESCRIPTION OF SURVEY

The statistics in this publication were collected on Census Form M20C.1, "Monthly Confectionery Survey by Type of Confectionery," and Census Form M20C.2, "Monthly Confectionery Survey" from a sample of approximately 330 confectionery manufacturing establishments which account for approximately 90 percent of the total U.S. manufacturers' sales of confectionery products. The proportion estimated for the establishments which are not on the reporting panel varies by State and is based on their sales as reported in the 1967 Census of Manufactures.

The statistics presented in table 1 represent industry total sales figures which are based on the combined monthly sales totals reported by the panel and which include estimates.

Approximately 250 of the respondents are mailed Form M20C.2 on which the total monthly sales figure is the only item reported. The remaining establishments on the panel, which form a group of about 80 of the large manufacturer-wholesaler and chocolate-manufacturing concerns, report on Form M20C.1 on which detail by type of confectionery is requested in addition to the total sales figure. Aggregate figures for this group are presented in table 2. Comparison of table with the second column of table 1 shows that the respondents of Form M20C.1 account for 55 to 60 percent of the total estimated sales.

The current month's figures include estimates for respondents in the reporting panel whose reports were not received in time for tabulation as well as for small respondents excluded from the panel. Missing figures for companies in the reporting panel are imputed from the month-to-month movements shown by reporting firms. The overall imputation rate is generally limited to 25 percent, including about 10 percent for small respondents excluded from the monthly panel. Individual items with higher imputation rates are footnoted.

The imputation rate is not an explicit indicator of the potential error in published figures due to nonresponse, both because the actual monthly movements for nonrespondents may or may not closely agree with the imputed movements, and because the estimates for nonpanel cases may not reflect their current activity. The probable range of difference between the actual and imputed figures is unknown. The degree of uncertainty regarding the accuracy of the data, however, increases as the percentage of imputation increases. Figures with imputation rates above

25 percent, particularly, should be used with caution.

Statistics for previous months may be revised, due to receipt of corrected data from respondents, including late reports for which estimates were made, and other corrections. Figures which were revised significantly are indicated by footnotes.

## REPORTING PERIOD ADJUSTMENT

Beginning January 1971 the data were adjusted for number of working days in the reporting period to compensate for differences in individual company reporting patterns (i.e., calendar month, 4-week, 5-week periods). Based on a study of large confectionery manufacturers, it has been determined that the calendar month accounting system prevails in the industry. Hence, adjustments have been made to those reporting on other than a calendar month basis.

## SEASONAL ADJUSTMENT

This report presents seasonally adjusted data in table 1. The seasonal adjustment program largely eliminates the effect of normal seasonal variations (including variations due to vacations, weather, etc.) as measured over the time period for which the data were used. The resulting information thus provides a better measure than the original data of the month-to-month variations which are due to factors that are not associated with a repetitive seasonal pattern. This program is amply described in the literature on this method.

## RELATED REPORTS

An annual Current Industrial Report which includes only summary data is published in this series. This report consists partly of totals from the monthly reports and partly of data obtained as the result of a joint survey by the Bureau of the Census and Bureau of Domestic Commerce. In this joint undertaking, various statistics on confectionery are collected on Census Form MA-20D. The results of the survey are published in detail in a report entitled, "Confectionery Manufacturers, Sales and Distribution" published by the Bureau of Domestic Commerce.

## EXPLANATION OF TERMS

Manufacturer - wholesalers--Confectionery manufacturing establishments which sell primarily to wholesalers or retailers. This category includes chocolate manufacturers.

Manufacturer-retailers--Confectionery manufacturing establishments which sell primarily through their own retail outlets. Establishments which have only one retail outlet are not classified in manufacturing.

Sales--Manufacturer-wholesaler and chocolate-manufacturer sales represent f.o.b. plant value and exclude resales of goods purchased from other manufacturers or received from other plants of the reporting company.

Sales of manufacturer-retailers represent the value of goods transferred to retail outlets; they are approximately the commercial wholesale sales value and not the retail price to the consumer.

Products--In this survey, data are collected only for consumer type confectionery goods. Such data exclude cough drops, medicated candy, chewing gum, roasted peanuts, unsweetened popcorn, and fountain syrup.

Bar goods--Bar goods includes plain, coated and molded bars with or without nuts which are wrapped with not more than two pieces to the individual consumer-unit; the consumer-units are retailed separately or in economy packages.

Bulk goods--Bulk goods includes penny goods, hard candies, coated nuts, peanut brittle, unpackaged chocolates, etc., usually wholesaled in containers over 5 pounds and weighted out by the retailer to be sold by the pound or fraction thereof.

5-cent and 10-cent specialties--These are confectionery items of more than two pieces to the individual consumer-unit and novelty items, intended to retail at the above prices. Rolls or packets of mints, fruit drops, holiday novelties, candy toys and similar types of confections are included but cough drops and chewing gum are excluded.

Packaged goods--This includes assorted chocolate and other confections packaged in consumer-type boxes, bags, window-boxes, etc., designed to retail at \$1 or more, 50 cents to 99 cents, and less than 50 cents per pound. Miniature bars are included here as are packages of marshmallows, sugar coated popcorn, and similar packaged confections.

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OFFICIAL BUSINESS



**Confectionery, Including  
Chocolate Products****Summary for 1973**

Issued June 1974

SERIES: M20C(73)-13

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## Introduction

COVERAGE--Statistics in this publication are estimated industry totals based on monthly reports on Census Forms M20C.1 and M20C.2 from approximately 330 manufacturers of confectionery and competitive chocolate products. The data from these respondents account for about 90 percent of the total U.S. manufacturers' sales of confectionery products. The proportion estimated for the establishments which are not on the reporting panel varies by State and is based on their sales as reported in the 1967 Census of Manufacturers. In addition, detailed annual reports on sales by type of confectionery, ingredients used, and sales by class of customer were collected on an annual basis on Census Form MA-20D from a reporting panel of large establishments.

This report is the result of a joint effort by the Bureau of Competitive Assessment and Business Policy and the Bureau of the Census and

includes only summary data. More detailed statistics, based on the annual survey, appear in the report entitled "Confectionery Manufacturers' Sales and Distribution, 1973," published by the Bureau of Competitive Assessment and Business Policy.

### TRADING-DAY FACTORS

Variation in the rate of activity that arises from the existence of different numbers of trading days in the same month for different years can be an important cause of month-to-month irregular fluctuations. Unlike some other causes of irregular fluctuations such as unexpected economic developments, unusual weather, and statistical errors, trading-day irregularities can be approximately identified and removed so that the underlying trend cycle stands out more clearly. Hence, it is often possible to reduce the irregular factor by a trading-day adjustment.

Table 1A.--SUMMARY OF MANUFACTURERS' SALES OF CONFECTIONERY PRODUCTS. 1961 TO 1973

(In millions)

Year	Pounds	Value	Per capita consumption <sup>1</sup> (pounds)	Year	Pounds	Value	Per capita consumption <sup>1</sup> (pounds)
1973.....	3,807	2,141	18.7	1966.....	3,668	1,544	19.2
1972.....	3,793	1,976	18.8	1965.....	3,474	1,429	18.2
1971.....	3,870	1,974	19.3	1964.....	3,403	1,395	18.2
1970.....	3,938	1,910	19.9	1963.....	3,269	1,319	17.7
1969.....	3,968	1,870	20.2	1962.....	3,121	1,251	17.1
1968.....	3,907	1,756	20.3	1961.....	3,112	1,233	17.2
1967.....	3,769	1,645	19.6				

Note: Includes all known producers of confectionery and competitive chocolate products, except retail confectioners with a single location. From 15 to 25 percent of the data are estimated for nonresponse and for small establishments excluded from the panel.

<sup>1</sup>Production plus imports minus exports divided by population, including Armed Forces abroad, as of July 1.  
Source of population data: U.S. Bureau of the Census, "Current Population Reports," Series P-25.

Table 1B.--QUANTITY AND VALUE OF SHIPMENTS OF CONFECTIONERY PRODUCTS: 1973 AND 1972

(Quantity in millions of pounds; value in millions of dollars)

1972 product class code	Class of products	CIR series MA-20D, 1973		CIR series MA-20D, 1972		1972 Census of Manufactures <sup>1</sup>	
		Quantity	Value	Quantity	Value	Quantity	Value
	TOTAL.....	3,806.8	2,141.0	3,793.4	1,976.9	3,877.4	1,997.4
	Not reported.....	307.0	223.1	560.1	247.3	X	X
	Reported.....	3,499.8	1,917.8	3,233.2	1,729.6	3,877.4	1,997.4
20651	Bar goods.....	1,062.3	633.0	1,015.3	591.7	1,173.2	692.8
20652	5 and 10 cent specialties.....	370.2	215.0	359.8	198.9	437.9	243.9
20653	Package goods.....	1,586.9	894.5	1,431.2	786.7	1,669.8	848.8
20654	Bulk goods.....	330.3	115.9	303.5	102.8	422.1	144.4
20655	Penny goods.....	150.1	59.5	123.4	49.4	174.3	67.5
2065--	Confectionery products, not reported.....	<sup>2</sup> 307.0	223.1	560.1	247.3	X	X

<sup>1</sup>Quantity estimates for the not reported category are derived from reports of respondents reporting both quantity and value on a geographical basis. For 1973, these reports accounted for approximately 90 percent of the total confectionery manufacturers sales whereas in 1972 these reports accounted for 86 percent of total sales. For further information, see footnote 1, table 4.

Table 2.--VALUE OF MANUFACTURERS' SALES OF CONFECTIONERY PRODUCTS, BY MONTH: 1973 AND 1972

(Millions of dollars)

Month	1973		1972	
	Seasonally adjusted	Unadjusted	Seasonally adjusted	Unadjusted
TOTAL.....	(X)	2,141	(X)	1,976
January.....	174	184	165	167
February.....	160	172	150	168
March.....	180	182	157	163
April.....	177	154	155	133
May.....	171	143	166	137
June.....	167	135	163	134
July.....	166	114	165	110
August.....	190	183	185	177
September.....	182	233	168	221
October.....	180	227	157	195
November.....	199	234	169	199
December.....	188	180	181	172

(X) Not applicable.

Table 3.--QUANTITY AND VALUE OF SALES BY MANUFACTURER-WHOLESALE, INCLUDING CHOCOLATE MANUFACTURERS OF CONFECTIONERY AND COMPETITIVE PRODUCTS, BY TYPE OF PRODUCT: 1973 AND 1972

1972 product class code	Type of product	1973		1972	
		Pounds (1,000)	Value (\$1,000)	Pounds (1,000)	Value (\$1,000)
	TOTAL SALES.....	3,806,818	2,141,000	3,793,233	1,976,899
	Not reported <sup>1</sup> .....	<sup>2</sup> 307,050	223,231	<sup>2</sup> 560,100	247,300
	Reported.....	3,499,768	1,917,769	3,233,152	1,729,605
20653	Package goods made to retail at--				
	\$1.00 or more per pound.....	291,323	338,464	242,854	281,568
	\$0.50 to \$0.99 per pound.....	693,784	374,704	684,395	360,556
	Less than \$0.50 per pound.....	601,758	181,345	503,993	144,584
20651	Bar goods.....	1,062,271	632,976	1,015,300	591,720
20654	Bulk goods <sup>3</sup> .....	480,445	175,369	426,900	152,200
20652	5 cent and 10 cent specialties.....	370,187	214,911	359,800	198,900

<sup>1</sup>Data included in this category represent estimates for: (1) firms not included in the annual mailing which are estimated from the Census of Manufactures and (2) firms which were requested to report, but were either not received in time for tabulation or were unable to report the requested data. The 1972 report referred to this item as the "Not Specified by Kind" category. Of the total manufacturers sales value shown for 1973, approximately 2 percent is estimated based on data reported in the 1972 study and are included in the detail as shown. As the 1973 study represents the second year of reporting new product detail, the resultant improved reporting in 1972 data are considered significant when comparing the 1971-1973 series. Thus, care should be taken in comparing these product details for 1973 and 1972 (revised) as the data are generally higher than that for 1971.

<sup>2</sup>Quantity estimates for the not reported category are derived from reports of respondents reporting both quantity and value on a geographical basis. For 1973, these reports accounted for approximately 90 percent of the total confectionery manufacturers sales whereas in 1972 these reports accounted for 86 percent of total sales. For further information, see footnote 1, table 4.

<sup>3</sup>Includes penny goods.

Table 4.--MANUFACTURERS' SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS, BY  
KIND OF BUSINESS AND AREA OF PLANT LOCATION: 1973 AND 1972

Item	1973		1972	
	Pounds (1,000)	Value <sup>1</sup> (\$1,000)	Pounds (1,000)	Value <sup>1</sup> (\$1,000)
UNITED STATES, TOTAL.....	3,806,818	2,141,000	3,793,233	1,976,899
By kind of business:				
Manufacturer-retailers.....	67,591	92,871	80,955	96,446
Manufacturer-wholesalers including chocolate manufacturers.....	3,739,227	2,048,129	3,712,278	1,880,453
MANUFACTURER-WHOLESALEERS INCLUDING CHOCOLATE-MANUFACTURERS BY AREA OF PLANT LOCATION.....	3,739,227	2,048,129	3,712,278	1,880,453
New England.....	206,691	132,282	206,237	105,181
Middle Atlantic, total.....	1,457,269	906,619	1,285,798	771,757
New York and New Jersey.....	602,315	325,250	576,323	289,314
Pennsylvania.....	854,954	581,369	709,475	482,443
East North Central, total.....	1,315,931	586,582	1,414,184	612,071
Illinois.....	1,128,832	496,686	1,226,020	527,189
Ohio and Indiana.....	148,085	62,196	150,167	62,920
Michigan and Wisconsin.....	39,014	27,700	37,997	21,962
West North Central, total.....	129,535	68,697	123,240	59,359
Minnesota, Kansas, South Dakota and Nebraska.....	105,180	43,124	95,556	37,267
Iowa and Missouri.....	24,355	25,573	27,684	22,092
South Atlantic, total.....	206,988	118,815	225,398	109,980
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	99,423	59,654	126,684	54,601
Georgia and Florida.....	107,565	59,161	98,714	55,379
East South Central (Kentucky, Tennessee, Alabama, and Mississippi).....	60,280	24,715	56,604	21,623
West South Central (Arkansas, Louisiana, Oklahoma, and Texas).....	89,112	58,814	104,602	58,891
Mountain (Arizona, Colorado, Idaho, New Mexico, and Utah).....	47,163	22,638	47,169	22,547
Pacific (California, Washington, Oregon, and Hawaii).....	226,258	128,967	249,046	119,044

Note: Manufacturer-retailers include only those with 2 or more outlets.

<sup>1</sup>Value figures in this table are summations of revised corresponding figures published in the monthly M20C series. The proportion estimated for establishments not on the reporting panel varies by geographic area and does not exceed 20 percent except for Missouri and California. For the United States approximately 10 percent of the total value was estimated for 1972.

In order to estimate quantity data, unit values were computed by geographic areas from the annual data collected on Census Form MA-200. By applying these unit values to the corresponding value figures on the table, poundage data for each area were estimated. The reported quantities accounted for 90 percent of the estimated total.

Table 5.--CONFECTIONERY--SHIPMENTS, EXPORTS, IMPORTS, AND APPARENT CONSUMPTION: 1973 AND 1972

Manufacturers' shipments represent quantity and value (f.o.b. plant) of physical shipments, including interplant transfers, from establishments during each year. Export values are values at seaport, border point, or airport of exportation; they are based on selling price, including freight, insurance, and other charges to the port of exportation. Import values are generally the market values in the foreign country and exclude U.S. import duties, transportation, and insurance costs.

Total import values and unit prices of imported commodities would thus tend to be understated relative to domestic output. Because manufacturers' shipments of certain products may be used as materials for incorporation into other products, it may not be valid to compare exports and imports with shipments for combinations of product groups. See "Limitations on the Comparison of Export, Import, and Output Data."

Title	Year	Manufacturers' shipments		Exports of domestic merchandise <sup>1</sup>		Percent exports to manufacturers' shipments		Imports for consumption <sup>2</sup>		Calculated import duty (\$1,000)	Apparent consumption <sup>3</sup>		Percent imports to apparent consumption	
		Quantity (1,000 pounds)	Value f.o.b. plant (\$1,000)	Quantity (1,000 pounds)	Value at port (\$1,000)	Quantity	Value	Quantity (1,000 pounds)	Value in foreign country (\$1,000)		Quantity (1,000 pounds)	Value (\$1,000)	Quantity	Value
Confectionery <sup>4</sup>	1973	3,806,818	2,141,000	33,532	16,916	0.8	0.7	148,286	67,935	4,570	3,921,572	2,192,019	3.78	3.10
	1972	3,793,233	1,976,899	26,141	11,954	0.7	0.6	150,500	59,396	3,982	3,917,592	2,024,341	3.84	2.93

<sup>1</sup>Source: Bureau of the Census Report FT 410, U.S. Exports Schedule B Commodity and Country. Schedule B numbers 0620115 and 0730020.

<sup>2</sup>Source: Bureau of the Census Report FT 210, U.S. Imports for Consumption and General Imports; SIC-based products and area. TSUSA codes, 1563020 and 1563040, 1571020, and 1571040.

<sup>3</sup>Apparent consumption is derived by subtracting exports from the total manufacturers' shipments plus imports.

<sup>4</sup>The import/export data shown in this table are directly related to the products reported on Current Industrial Report, M20C, Confectionery, Including Chocolate Products. Items such as fruit glazes, popcorn, nuts, etc. are excluded.

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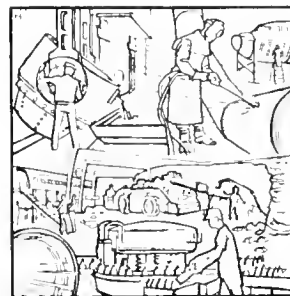


56. 216:

# CURRENT INDUSTRIAL REPORTS

## Confectionery, Including Chocolate Products

January 1974



March 1974

SERIES: M20C(74)-1

The statistics in this publication are based on a survey of manufacturers and represent the entire U.S. sales of confectionery by manufacturing establishments except in table 2. Estimates are included for establishments whose reports were not received in time for tabulation. A more complete description of the survey appears on pages 5 and 6.

TABLE 1.--SUMMARY OF MANUFACTURERS' NET SALES OF  
CONFECTIONERY: 1972 TO 1974

(Millions of dollars)

Month and year	Total <sup>1</sup> (seasonally adjusted)	Total <sup>1</sup> (unadjusted)
1974		
January.....	205	216
1973		
December.....	188	180
November.....	199	234
October.....	180	227
September.....	182	233
August.....	190	183
July.....	166	114
June.....	167	135
May.....	171	143
April.....	177	154
March.....	180	182
February.....	160	172
January.....	174	184
1972		
December.....	181	172
November.....	169	199
October.....	157	195
September.....	168	221
August.....	185	177
July.....	165	110
June.....	163	134
May.....	166	137
April.....	155	133
March.....	157	163
February.....	150	168
January.....	165	167

Note: Data include from 15 to 25 percent estimation for nonresponse and for small establishments excluded from the panel.

<sup>1</sup>Data include manufacturer-retailers.

Inquiries concerning these figures should be addressed to the U.S. Department of Commerce, Bureau of the Census, Industry Division, Washington, D.C. 20233.



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TABLE 2.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS,  
BY KIND OF BUSINESS AND GEOGRAPHIC AREA

ITEM	JANUARY 1974	DECEMBER 1973
	SALES (\$1,000)	SALES (\$1,000)
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA,		
UNITED STATES TOTAL . . . . .	203,197	157,456
NEW ENGLAND . . . . .	15,457	12,155
MIDDLE ATLANTIC . . . . .	17,740	17,787
NEW YORK AND NEW JERSEY . . . . .	31,564	28,585
PENNSYLVANIA . . . . .	64,282	42,202
EAST NORTH CENTRAL . . . . .	50,855	37,847
ILLINOIS . . . . .	43,391	30,578
OHIO AND INDIANA . . . . .	4,230	5,291
MICHIGAN AND WISCONSIN . . . . .	3,231	1,975
WEST NORTH CENTRAL . . . . .	1,430	7,719
MINNESOTA, KANSAS, S. DAKOTA & NEBRASKA . . . . .	6,082	5,905
IOWA AND MISSOURI . . . . .	2,148	1,811
SOUTH ATLANTIC . . . . .	11,356	10,703
MARYLAND, DISTRICT OF COLUMBIA, VIRGINIA, WEST VIRGINIA, NORTH CAROLINA, AND SOUTH CAROLINA . . . . .	7,261	6,951
GEORGIA AND FLORIDA . . . . .	4,095	3,752
EAST SOUTH CENTRAL (KENTUCKY, TENNESSEE, ALABAMA, AND MISSISSIPPI) . . . . .	2,088	1,884
WEST SOUTH CENTRAL (ARKANSAS, LOUISIANA, OKLAHOMA, AND TEXAS) . . . . .	5,935	5,155
MOUNTAIN (ARIZONA, COLORADO, IDAHO, NEW MEXICO, AND UTAH) . . . . .	2,825	2,748
PACIFIC . . . . .	10,204	8,328
CALIFORNIA . . . . .	9,176	7,505
WASHINGTON AND OREGON . . . . .	1,028	823

TABLE 3.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURES,  
BY TYPE OF CONFECTIONERY

SIC CODE	TYPE OF PRODUCT	JANUARY 1974		DECEMBER 1973	
		QUANTITY THOUSAND POUNDS	VALUE THOUSAND DOLLARS	QUANTITY THOUSAND POUNDS	VALUE THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS. . . . .	206,669	137,080	177,917	107,220
	PACKAGE GOODS MADE TO RETAIL AT:				
2065324	\$1.00 OR MORE PER POUND . . . . .	27,210	32,813	18,905	22,878
2065351	\$0.50 TO \$0.99 PER POUND . . . . .	25,085	11,838	32,078	18,551
2065371	LESS THAN \$0.50 PER POUND . . . . .	39,643	13,625	37,088	10,772
2060114	BAR GOODS . . . . .	76,058	55,123	53,490	34,967
2065201	5 CENT AND 10 CENT SPECIALTIES . . . . .	18,223	12,878	17,808	13,117
2060121	BAR GOODS, INCLUDING PENNY GOODS . . . . .	20,370	7,803	18,568	7,039

TABLE 1.--EXPORTS OF CONFECTIONERY PRODUCTS

Country to which exported	January 1971		December 1971		1 month through January 1971	
	Quantity (1,000 lbs.)	Value (1,000)	Quantity (1,000 lbs.)	Value (1,000)	Quantity (1,000 lbs.)	Value (1,000)
Confectionery, except chewing gum, not containing cocoa (0620115)						
Total.....	1,383	616	1,523	650	1,383	616
Canada.....	392	171	136	192	392	171
Mexico.....	393	127	110	148	393	127
Panama.....	2	1	17	10	2	1
Bermuda.....	11	6	7	1	11	6
Bahamas.....	56	31	16	33	56	31
Haiti.....	1	1	3	2	1	1
Netherlands Antilles.....	28	17	26	12	28	17
Sweden.....	-	-	-	-	-	-
United Kingdom.....	1	1	11	8	1	1
Belgium.....	-	-	14	7	-	-
West Germany.....	36	17	3	3	36	17
Indonesia.....	7	4	7	4	7	4
Hong Kong.....	20	7	32	11	20	7
Japan.....	192	106	75	32	192	106
Other.....	211	127	103	181	211	127
Confectionery containing cocoa or chocolate (0730020)						
Total.....	1,695	1,056	1,795	1,133	1,695	1,056
Canada.....	770	119	987	544	770	119
Mexico.....	51	31	49	34	51	31
Panama.....	36	19	84	51	36	19
Bermuda.....	19	15	5	5	19	15
Bahamas.....	28	18	25	11	28	18
United Kingdom.....	2	1	-	-	2	1
China T.....	10	5	15	13	10	5
Japan.....	670	471	391	313	670	471
Other.....	109	71	254	172	109	71

Note: Data in this table are taken from Foreign Trade publication FT 110 U.S. Exports. The Schedule B codes are: 0620115, confectionery not containing chocolate; 0730020, confectionery containing chocolate.

TABLE 5.--EXPORTS OF CONFECTIONERY PRODUCTS

Country of origin	January 1974		December 1973		1 month through Jan. 1974	
	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)
Chocolate, sweetened, except bars and blocks of 10 pounds or more (TSUSA codes 1563020 and 1563040)						
TOTAL.....	3,166	1,780	3,146	1,500	3,166	1,780
Canada.....	1,679	887	595	317	1,679	887
Dominican Republic.....	56	14	135	32	56	14
United Kingdom.....	536	242	1,210	375	536	242
Ireland.....	-	-	61	18	-	-
Netherlands.....	126	131	110	124	126	131
Belgium.....	42	21	82	40	42	21
West Germany.....	256	177	824	477	256	177
Switzerland.....	19	28	68	84	19	28
Italy.....	99	93	-	-	99	93
Israel.....	51	42	38	21	51	42
Other.....	302	145	20	12	302	145
Candy and other confectionery, n.e.s., not containing cocoa or chocolate (TSUSA code 1571020)						
TOTAL.....	8,097	3,061	7,297	3,063	8,097	3,061
Canada.....	177	66	351	132	177	66
Columbia.....	804	151	412	81	804	151
Argentina.....	969	228	889	232	969	228
Sweden.....	119	154	316	111	119	154
Finland.....	-	-	56	23	-	-
Denmark.....	183	79	158	69	183	79
United Kingdom.....	2,918	979	2,721	905	2,918	979
Netherlands.....	611	259	465	185	611	259
Belgium.....	290	202	125	125	290	202
West Germany.....	203	129	70	50	203	129
Austria.....	71	56	84	58	71	56
Switzerland.....	-	-	29	19	-	-
Poland.....	243	52	234	32	243	52
Spain.....	82	66	134	235	82	66
Italy.....	219	306	417	462	219	306
Yugoslavia.....	53	27	30	18	53	27
Israel.....	266	94	146	37	266	94
Hong Kong.....	121	71	160	82	121	71
Japan.....	33	28	52	43	33	28
Other.....	375	114	448	164	375	114
Candy and other confectionery, n.e.s., containing cocoa or chocolate (TSUSA code 1571040)						
TOTAL.....	2,008	1,196	2,595	1,605	2,008	1,196
Canada.....	328	248	446	367	328	248
Mexico.....	-	-	11	6	-	-
United Kingdom.....	1,302	687	1,227	473	1,302	687
Netherlands.....	72	39	72	19	72	39
France.....	5	5	1	3	5	5
West Germany.....	81	91	192	117	81	91
Switzerland.....	37	32	105	122	37	32
Italy.....	17	10	177	277	17	10
Israel.....	39	27	17	7	39	27
Other.....	127	57	347	214	127	57

-Represents zero.

n.e.s. Not elsewhere specified.

## DESCRIPTION OF SURVEY

The statistics in this publication were collected on Census Form M20C.1, "Monthly Confectionery Survey by Type of Confectionery," and Census Form M20C.2, "Monthly Confectionery Survey" from a sample of approximately 330 confectionery manufacturing establishments which account for approximately 90 percent of the total U.S. manufacturers' sales of confectionery products. The proportion estimated for the establishments which are not on the reporting panel varies by State and is based on their sales as reported in the 1967 Census of Manufactures.

The statistics presented in table 1 represent industry total sales figures which are based on the combined monthly sales totals reported by the panel and which include estimates.

Approximately 250 of the respondents are mailed Form M20C.2 on which the total monthly sales figure is the only item reported. The remaining establishments on the panel, which form a group of about 80 of the large manufacturer-wholesaler and chocolate-manufacturing concerns, report on Form M20C.1 on which detail by type of confectionery is requested in addition to the total sales figure. Aggregate figures for this group are presented in table 2. Comparison of table with the second column of table 1 shows that the respondents of Form M20C.1 account for 55 to 60 percent of the total estimated sales.

The current month's figures include estimates for respondents in the reporting panel whose reports were not received in time for tabulation as well as for small respondents excluded from the panel. Missing figures for companies in the reporting panel are imputed from the month-to-month movements shown by reporting firms. The overall imputation rate is generally limited to 25 percent, including about 10 percent for small respondents excluded from the monthly panel. Individual items with higher imputation rates are footnoted.

The imputation rate is not an explicit indicator of the potential error in published figures due to nonresponse, both because the actual monthly movements for nonrespondents may or may not closely agree with the imputed movements, and because the estimates for nonpanel cases may not reflect their current activity. The probable range of difference between the actual and imputed figures is unknown. The degree of uncertainty regarding the accuracy of the data, however, increases as the percentage of imputation increases. Figures with imputation rates above

25 percent, particularly, should be used with caution.

Statistics for previous months may be revised, due to receipt of corrected data from respondents, including late reports for which estimates were made, and other corrections. Figures which were revised significantly are indicated by footnotes.

## REPORTING PERIOD ADJUSTMENT

Beginning January 1971 the data were adjusted for number of working days in the reporting period to compensate for differences in individual company reporting patterns (i.e., calendar month, 4-week, 5-week periods). Based on a study of large confectionery manufacturers, it has been determined that the calendar month accounting system prevails in the industry. Hence, adjustments have been made to those reporting on other than a calendar month basis.

## SEASONAL ADJUSTMENT

This report presents seasonally adjusted data in table 1. The seasonal adjustment program largely eliminates the effect of normal seasonal variations (including variations due to vacations, weather, etc.) as measured over the time period for which the data were used. The resulting information thus provides a better measure than the original data of the month-to-month variations which are due to factors that are not associated with a repetitive seasonal pattern. This program is amply described in the literature on this method.

## RELATED REPORTS

An annual Current Industrial Report which includes only summary data is published in this series. This report consists partly of totals from the monthly reports and partly of data obtained as the result of a joint survey by the Bureau of the Census and Bureau of Domestic Commerce. In this joint undertaking, various statistics on confectionery are collected on Census Form MA-20D. The results of the survey are published in detail in a report entitled, "Confectionery Manufacturers, Sales and Distribution" published by the Bureau of Domestic Commerce.

## EXPLANATION OF TERMS

Manufacturer - wholesalers--Confectionery manufacturing establishments which sell primarily to wholesalers or retailers. This category includes chocolate manufacturers.

Manufacturer-retailers--Confectionery manufacturing establishments which sell primarily through their own retail outlets. Establishments which have only one retail outlet are not classified in manufacturing.

Sales--Manufacturer-wholesaler and chocolate-manufacturer sales represent f.o.b. plant value and exclude resales of goods purchased from other manufacturers or received from other plants of the reporting company.

Sales of manufacturer-retailers represent the value of goods transferred to retail outlets; they are approximately the commercial wholesale sales value and not the retail price to the consumer.

Products--In this survey, data are collected only for consumer type confectionery goods. Such data exclude cough drops, medicated candy, chewing gum, roasted peanuts, unsweetened popcorn, and fountain syrup.

Bar goods--Bar goods includes plain, coated and molded bars with or without nuts which are wrapped with not more than two pieces to the individual consumer-unit; the consumer-units are retailed separately or in economy packages.

Bulk goods--Bulk goods includes penny goods, hard candies, coated nuts, peanut brittle, unpackaged chocolates, etc., usually wholesaled in containers over 5 pounds and weighted out by the retailer to be sold by the pound or fraction thereof.

5-cent and 10-cent specialties--These are confectionery items of more than two pieces to the individual consumer-unit and novelty items, intended to retail at the above prices. Rolls or packets of mints, fruit drops, holiday novelties, candy toys and similar types of confections are included but cough drops and chewing gum are excluded.

Packaged goods--This includes assorted chocolate and other confections packaged in consumer-type boxes, bags, window-boxes, etc., designed to retail at \$1 or more, 50 cents to 99 cents, and less than 50 cents per pound. Miniature bars are included here as are packages of marshmallows, sugar coated popcorn, and similar packaged confections.

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Confectionery, Including  
Chocolate Products

February 1974



Issued April 1974

SERIES: M20C(74)-2

The statistics in this publication are based on a survey of manufacturers and represent the entire U.S. sales of confectionery by manufacturing establishments except in table 2. Estimates are included for establishments whose reports were not received in time for tabulation. A more complete description of the survey appears on pages 5 and 6.

TABLE 1.--SUMMARY OF MANUFACTURERS' NET SALES OF  
CONFECTIONERY: 1972 TO 1974

(Millions of dollars)

Month and year	Total <sup>1</sup> (seasonally adjusted)	Total <sup>1</sup> (unadjusted)
1974		
February.....	244	228
January.....	223	211
1973		
December.....	188	180
November.....	199	234
October.....	180	227
September.....	182	233
August.....	190	183
July.....	166	114
June.....	167	135
May.....	171	143
April.....	177	154
March.....	180	182
February.....	160	172
January.....	174	184
1972		
December.....	181	172
November.....	169	199
October.....	157	195
September.....	168	221
August.....	185	177
July.....	165	110
June.....	163	134
May.....	166	137
April.....	155	133
March.....	157	163
February.....	150	168

Note: Data include from 15 to 25 percent estimation for nonresponse and for small establishments excluded from the panel.

<sup>1</sup>Data include manufacturer-retailers.



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TABLE 2.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS,  
BY KIND OF BUSINESS AND GEOGRAPHIC AREA

ITEM	FEBRUARY 1974	JANUARY 1974
	SALES (\$1,000)	SALES (\$1,000)
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA, UNITED STATES TOTAL . . . . .	211,181	198,226
NEW ENGLAND . . . . .	15,673	15,774
MIDDLE ATLANTIC . . . . .	100,373	91,431
NEW YORK AND NEW JERSEY . . . . .	40,122	31,814
PENNSYLVANIA . . . . .	60,251	59,617
EAST NORTH CENTRAL . . . . .	53,304	47,819
ILLINOIS . . . . .	45,508	40,186
OHIO AND INDIANA . . . . .	5,160	4,249
MICHIGAN AND WISCONSIN . . . . .	2,636	3,384
WEST NORTH CENTRAL . . . . .	8,298	8,230
MINNESOTA, KANSAS, S. DAKOTA & NEBRASKA . . . . .	5,598	6,082
IOWA AND MISSOURI . . . . .	2,700	2,148
SOUTH ATLANTIC . . . . .	11,622	11,425
MARYLAND, DISTRICT OF COLUMBIA, VIRGINIA, WEST VIRGINIA, NORTH CAROLINA, AND SOUTH CAROLINA . . . . .	8,382	7,221
GEORGIA AND FLORIDA . . . . .	3,240	4,204
EAST SOUTH CENTRAL (KENTUCKY, TENNESSEE, ALABAMA, AND MISSISSIPPI) . . . . .	1,510	2,084
WEST SOUTH CENTRAL (ARKANSAS, LOUISIANA, OKLAHOMA, AND TEXAS) . . . . .	5,610	6,581
MOUNTAIN (ARIZONA, COLORADO, IDAHO, NEW MEXICO, AND UTAH) . . . . .	2,958	2,967
PACIFIC . . . . .	11,833	11,915
CALIFORNIA . . . . .	10,951	11,120
WASHINGTON AND OREGON . . . . .	882	795

TABLE 3.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS,  
BY TYPE OF CONFECTIONERY

SIC CODE	TYPE OF PRODUCT	FEBRUARY 1974		JANUARY 1974	
		QUANTITY THOUSAND POUNDS	VALUE THOUSAND DOLLARS	QUANTITY THOUSAND POUNDS	VALUE THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS. . . . .	210,024	135,521	197,193	129,982
	PACKAGE GOODS MADE TO RETAIL AT:				
2065324	\$1.00 OR MORE PER POUND . . . . .	23,419	24,651	27,270	32,400
2065351	\$0.50 TO \$0.99 PER POUND . . . . .	35,795	22,486	25,352	14,951
2065371	LESS THAN \$0.50 PER POUND . . . . .	38,762	13,879	38,861	13,127
2060114	BAR GOODS. . . . .	71,044	52,457	69,830	51,057
2065201	5 CENT AND 10 CENT SPECIALTIES . . . . .	20,727	14,194	16,201	11,009
2060121	BULK GOODS, INCLUDING PENNY GOODS. . . . .	20,277	7,874	19,679	7,438

TABLE 4.--EXPORTS OF CONFECTIONERY PRODUCTS

Country to which exported	February 1974		January 1974		2 months through February 1974	
	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)
Confectionery, except chewing gum, not containing cocoa (0620115)						
Total.....	1,492	723	1,383	616	2,875	1,339
Canada.....	483	228	392	171	875	399
Mexico.....	316	100	393	127	709	227
Panama.....	4	3	2	1	6	4
Bermuda.....	15	8	11	6	26	14
Bahamas.....	42	29	56	31	98	60
Haiti.....	3	2	1	1	4	3
Netherlands Antilles.....	69	32	28	17	97	49
Sweden.....	1	1	-	-	1	1
United Kingdom.....	45	33	4	1	49	34
Belgium.....	14	19	-	-	14	19
West Germany.....	24	5	36	17	60	22
Indonesia.....	5	3	7	4	12	7
Hong Kong.....	56	23	20	7	76	30
Japan.....	199	130	192	106	391	236
Other.....	216	107	241	127	457	234
Confectionery containing cocoa or chocolate (0730020)						
Total.....	1,253	850	1,695	1,056	2,948	1,906
Canada.....	493	239	770	419	1,263	658
Mexico.....	63	46	51	34	114	80
Panama.....	2	1	36	19	38	20
Bermuda.....	16	7	19	15	35	22
Bahamas.....	15	11	28	18	43	29
United Kingdom.....	32	13	2	1	34	14
China T.....	-	-	10	5	10	5
Japan.....	547	470	670	471	1,217	941
Other.....	85	63	109	74	194	137

Note: Data in this table are taken from Foreign Trade publication FT 410 U.S. Exports. The Schedule B codes are: 0620115, confectionery not containing chocolate; 0730020, confectionery containing chocolate.

TABLE 5.--EXPORTS OF CONFECTIONERY PRODUCTS

Country of origin	February 1974		January 1974		2 months through February 1974	
	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)
Chocolate, sweetened, except bars and blocks of 10 pounds or more (TSUSA codes 1563020 and 1563040)						
TOTAL.....	2,180	1,243	3,166	1,780	5,346	3,023
Canada.....	1,558	931	1,679	887	3,237	1,818
Dominican Republic.....	207	59	56	14	263	73
United Kingdom.....	79	45	536	242	615	287
Ireland.....	83	22	-	-	83	22
Netherlands.....	2	1	126	131	128	132
Belgium.....	36	19	42	21	78	40
West Germany.....	133	97	256	177	389	274
Switzerland.....	15	17	19	28	34	45
Italy.....	6	16	99	93	105	109
Israel.....	26	20	51	42	77	62
Other.....	35	16	302	145	337	161
Candy and other confectionery, n.e.s., not containing cocoa or chocolate (TSUSA code 1571020)						
TOTAL.....	6,745	2,389	8,097	3,061	14,842	5,450
Canada.....	294	102	177	66	471	168
Columbia.....	367	69	804	151	1,171	220
Argentina.....	326	81	969	228	1,295	309
Sweden.....	638	209	449	154	1,087	363
Finland.....	54	27	-	-	54	27
Denmark.....	565	122	183	79	748	201
United Kingdom.....	3,038	907	2,948	979	5,986	1,886
Netherlands.....	165	62	611	259	776	321
Belgium.....	75	79	290	202	365	281
West Germany.....	24	15	203	129	227	144
Austria.....	37	31	71	56	108	87
Switzerland.....	12	8	-	-	12	8
Poland.....	167	37	243	52	410	89
Spain.....	69	46	82	66	151	112
Italy.....	341	354	219	306	560	660
Yugoslavia.....	39	32	53	27	92	59
Israel.....	98	45	266	94	364	139
Hong Kong.....	24	17	121	71	145	88
Japan.....	37	36	33	28	70	64
Other.....	375	110	375	114	750	224
Candy and other confectionery, n.e.s., containing cocoa or chocolate (TSUSA code 1571040)						
TOTAL.....	1,204	752	2,008	1,196	3,212	1,948
Canada.....	286	191	328	248	614	439
Mexico.....	1	1	-	-	1	1
United Kingdom.....	647	340	1,302	687	1,949	1,027
Netherlands.....	10	4	72	39	82	43
France.....	-	-	5	5	5	5
West Germany.....	74	90	81	91	155	181
Switzerland.....	51	59	37	32	88	91
Italy.....	2	3	17	10	19	13
Israel.....	20	7	39	27	59	34
Other.....	113	57	127	57	240	114

-Represents zero.

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OFFICIAL BUSINESS



Confectionery, Including  
Chocolate Products

March 1974



Issued May 1974

SERIES: M20C(74)-3

The statistics in table 1 of this publication are based on a survey of manufacturers and represent the entire U.S. sales of confectionery by manufacturing establishments. The data in table 2 are also complete except that manufacturer retailers are excluded. Estimates are included for establishments whose reports were not received in time for tabulation. A more complete description of the survey appears on pages 5 and 6.

TABLE 1.--SUMMARY OF MANUFACTURERS' NET SALES OF  
CONFECTIONERY: 1972 TO 1974

(Millions of dollars)

Month and year	Total <sup>1</sup> (seasonally adjusted)	Total <sup>1</sup> (unadjusted)
1974		
March.....	233	236
February.....	<sup>r</sup> 205	220
January.....	<sup>r</sup> 200	211
1973		
December.....	188	180
November.....	199	234
October.....	180	227
September.....	182	233
August.....	190	183
July.....	166	114
June.....	167	135
May.....	171	143
April.....	177	154
March.....	180	182
February.....	160	172
January.....	174	184
1972		
December.....	181	172
November.....	169	199
October.....	157	195
September.....	168	221
August.....	185	177
July.....	165	110
June.....	163	134
May.....	166	137
April.....	155	133
March.....	157	163

Note: The data shown in Tables 1 and 2 of this report include from 15 to 25 percent estimation for nonresponse and for small establishments excluded from the panel.

<sup>r</sup>Revised.

<sup>1</sup>Data include manufacturer-retailers. See "Explanation of Terms" on page 5.

Inquiries concerning these figures should be addressed to the U.S. Department of Commerce, Bureau of the Census, Industry Division, Washington, D.C. 20233.



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TABLE 2.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS,  
BY KIND OF BUSINESS AND GEOGRAPHIC AREA

ITEM	MARCH 1974	FEBRUARY 1974
	SALES (\$1,000)	SALES (\$1,000)
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA, UNITED STATES TOTAL (1) . . . . .	219,791	208,667
NEW ENGLAND . . . . .	18,022	15,606
MIDDLE ATLANTIC . . . . .	88,807	94,328
NEW YORK AND NEW JERSEY . . . . .	36,352	33,470
PENNSYLVANIA . . . . .	52,455	60,858
EAST NORTH CENTRAL . . . . .	68,682	56,512
ILLINOIS . . . . .	59,775	48,240
OHIO AND INDIANA . . . . .	5,662	5,156
MICHIGAN AND WISCONSIN . . . . .	3,245	3,116
WEST NORTH CENTRAL . . . . .	9,452	8,298
MINNESOTA, KANSAS, S. DAKOTA & NEBRASKA . . . . .	6,638	5,598
IOWA AND MISSOURI . . . . .	2,814	2,700
SOUTH ATLANTIC . . . . .	12,219	11,813
MARYLAND, DISTRICT OF COLUMBIA, VIRGINIA, WEST VIRGINIA, NORTH CAROLINA, AND SOUTH CAROLINA . . . . .	7,030	8,289
GEORGIA AND FLORIDA . . . . .	5,189	3,524
EAST SOUTH CENTRAL (KENTUCKY, TENNESSEE, ALABAMA, AND MISSISSIPPI) . . . . .	1,550	1,522
WEST SOUTH CENTRAL (ARKANSAS, LOUISIANA, OKLAHOMA, AND TEXAS) . . . . .	6,411	5,637
MOUNTAIN (ARIZONA, COLORADO, IDAHO, NEW MEXICO, AND UTAH) . . . . .	2,295	2,958
PACIFIC . . . . .	12,353	11,993
CALIFORNIA . . . . .	11,522	11,147
WASHINGTON AND OREGON . . . . .	831	846

<sup>1</sup>Excludes manufacturer retailers.

TABLE 3.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS,  
BY TYPE OF CONFECTIONERY

SIC CODE	TYPE OF PRODUCT	MARCH 1974		FEBRUARY 1974	
		QUANTITY - THOUSAND POUNDS	VALUE - THOUSAND DOLLARS	QUANTITY - THOUSAND POUNDS	VALUE - THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS (1) (2) . . . . .	239,987	151,719	220,809	140,493
	PACKAGE GOODS MADE TO RETAIL AT:				
2065324	\$1.00 OR MORE PER POUND . . . . .	23,838	23,795	23,308	24,658
2065351	\$0.50 TO \$0.99 PER POUND . . . . .	35,853	21,546	35,349	22,267
2065371	LESS THAN \$0.50 PER POUND . . . . .	46,263	16,566	43,913	15,547
2060114	BAR GOODS . . . . .	82,591	61,646	74,866	55,122
2065201	5 CENT AND 10 CENT SPECIALTIES . . . . .	27,338	18,641	21,113	14,373
2060121	BULK GOODS, INCLUDING PENNY GOODS . . . . .	24,104	9,525	22,260	8,526

Note: The statistics in this table include from 3 to 5 percent estimation for nonresponse.

<sup>1</sup>Excludes manufacturer retailers.

<sup>2</sup>The data in this table are obtained from a sample panel of about 80 large confectionery and chocolate manufacturers. This compares to a panel of about 250 respondents reporting the same product detail on the Annual Confectionery Survey. The monthly data are intended to reflect a trend of confectionery product sales whereas the annual provides an estimate of the absolute level of annual sales. An acceptable technique would be to prorate the monthly annual difference, thereby retaining the existing month month-to-month trend.

TABLE 4.--EXPORTS OF CONFECTIONERY PRODUCTS

Country to which exported	March 1974		February 1974		3 months through March 1974	
	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)
Confectionery, except chewing gum, not containing cocoa (0620115)						
Total.....	2,010	799	1,533	741	4,933	2,160
Canada.....	844	314	483	228	1,719	713
Mexico.....	409	126	316	100	1,118	353
Panama.....	23	10	4	3	29	14
Bermuda.....	10	7	15	8	36	21
Bahamas.....	35	27	42	29	133	87
Haiti.....	3	2	3	2	7	5
Netherlands Antilles.....	41	21	69	32	138	70
Sweden.....	1	2	1	1	2	3
United Kingdom.....	134	39	45	33	183	73
Belgium.....	5	2	14	19	19	21
West Germany.....	-	-	24	5	60	22
Singapore.....	51	29	41	18	99	51
Indonesia.....	2	1	5	3	14	8
Hong Kong.....	39	20	56	23	115	50
Japan.....	84	41	199	130	475	277
Other.....	329	158	216	107	786	392
Confectionery containing cocoa or chocolate (0730020)						
Total.....	1,489	960	1,253	850	4,437	2,866
Canada.....	1,060	612	493	239	2,323	1,270
Mexico.....	66	46	63	46	180	126
Panama.....	8	7	2	1	46	27
Bermuda.....	11	9	16	7	46	31
Bahamas.....	39	31	15	11	82	60
United Kingdom.....	8	6	32	13	42	20
China T.....	18	10	-	-	28	15
Japan.....	136	133	547	470	1,353	1,074
Other.....	143	106	85	63	337	243

Note: Data in this table are taken from Foreign Trade publication FT 410 U.S. Exports. The Schedule B codes are: 0620115, confectionery not containing chocolate; 0730020, confectionery containing chocolate.

TABLE 5.--IMPORTS OF CONFECTIONERY PRODUCTS

Country of origin	March 1974		February 1974		3 months through March 1974	
	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)
Chocolate, sweetened, except bars and blocks of 10 pounds or more (TSUSA codes 1563020 and 1563040)						
TOTAL.....	1,187	659	2,180	1,243	6,533	3,682
Canada.....	187	104	1,558	931	3,424	1,922
Dominican Republic.....	174	50	207	59	437	123
United Kingdom.....	496	257	79	45	1,111	544
Ireland.....	36	11	83	22	119	33
Netherlands.....	55	55	2	1	183	187
Belgium.....	46	26	36	19	124	66
West Germany.....	45	32	133	97	434	306
Switzerland.....	39	42	15	17	73	87
Italy.....	9	34	6	16	114	143
Israel.....	26	14	26	20	103	76
Other.....	74	34	35	16	411	195
Candy and other confectionery, n.e.s., not containing cocoa or chocolate (TSUSA code 1571020)						
TOTAL.....	10,448	4,454	6,745	2,389	25,290	9,904
Canada.....	526	168	294	102	997	336
Columbia.....	347	71	367	69	1,518	291
Argentina.....	926	229	326	81	2,221	538
Sweden.....	668	233	638	209	1,755	596
Finland.....	61	41	54	27	115	68
Denmark.....	437	177	565	122	1,185	378
United Kingdom.....	4,339	1,575	3,038	907	10,325	3,461
Netherlands.....	714	287	165	62	1,490	608
Belgium.....	183	172	75	79	548	453
West Germany.....	52	33	24	15	279	177
Austria.....	75	58	37	31	183	145
Switzerland.....	44	24	12	8	56	32
Poland.....	381	44	167	37	791	133
Spain.....	31	37	69	46	182	149
Italy.....	1,072	1,009	341	354	1,632	1,669
Yugoslavia.....	-	-	39	32	92	59
Israel.....	44	12	98	45	408	151
Hong Kong.....	66	43	24	17	211	131
Japan.....	44	36	37	36	114	100
Other.....	438	205	375	110	1,188	429
Candy and other confectionery, n.e.s., containing cocoa or chocolate (TSUSA code 1571040)						
TOTAL.....	2,638	1,698	1,204	752	5,850	3,646
Canada.....	394	274	286	191	1,008	713
Mexico.....	60	26	1	1	61	27
United Kingdom.....	1,474	934	647	340	3,423	1,961
Netherlands.....	60	18	10	4	142	61
France.....	1	2	-	-	6	7
West Germany.....	136	93	74	90	291	274
Switzerland.....	152	150	51	59	240	241
Italy.....	6	17	2	3	25	30
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Confectionery, Including  
Chocolate Products

April 1974



Issued June 1974

SERIES: M20C(74)-4

The statistics in table 1 of this publication are based on a survey of manufacturers and represent the entire U.S. sales of confectionery by manufacturing establishments. The data in table 2 are also complete except that manufacturer retailers are excluded. Estimates are included for establishments whose reports were not received in time for tabulation. A more complete description of the survey appears on pages 5 and 6.

TABLE 1.--SUMMARY OF MANUFACTURERS' NET SALES OF  
CONFECTIONERY: 1972 TO 1974

(Millions of dollars)

Month and year	Total <sup>1</sup> (seasonally adjusted)	Total <sup>1</sup> (unadjusted)
1974		
April.....	236	205
March.....	238	241
February.....	205	220
January.....	200	211
1973		
December.....	188	180
November.....	199	234
October.....	180	227
September.....	182	233
August.....	190	183
July.....	166	114
June.....	167	135
May.....	171	143
April.....	177	154
March.....	180	182
February.....	160	172
January.....	174	184
1972		
December.....	181	172
November.....	169	199
October.....	157	195
September.....	168	221
August.....	185	177
July.....	165	110
June.....	163	134
May.....	166	137
April.....	155	133

Note: The data shown in Tables 1 and 2 of this report include from 15 to 25 percent estimation for nonresponse and for small establishments excluded from the panel.

<sup>1</sup>Data include manufacturer-retailers. See "Explanation of Terms" on page 5.

Inquiries concerning these figures should be addressed to the U.S. Department of Commerce, Bureau of the Census, Industry Division, Washington, D.C. 20233.



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TABLE 2.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS,  
BY KIND OF BUSINESS AND GEOGRAPHIC AREA

ITEM	APRIL 1974	MARCH 1974
	SALES (\$1,000)	SALES (\$1,000)
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLFSALERS AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA, UNITED STATES TOTAL (1) . . . . .	184,691	224,419
NEW ENGLAND . . . . .	13,462	18,083
MIDDLE ATLANTIC . . . . .	77,834	93,189
NEW YORK AND NEW JERSEY . . . . .	34,637	40,688
PENNSYLVANIA . . . . .	43,197	52,501
EAST NORTH CENTRAL . . . . .	55,992	68,690
ILLINOIS . . . . .	47,901	59,782
OHIO AND INDIANA . . . . .	5,208	5,663
MICHIGAN AND WISCONSIN . . . . .	2,883	3,245
WEST NORTH CENTRAL . . . . .	7,572	9,452
MINNESOTA, KANSAS, S. DAKOTA & NEBRASKA . . . . .	4,675	6,638
IOWA AND MISSOURI . . . . .	2,897	2,814
SOUTH ATLANTIC . . . . .	10,520	12,217
MARYLAND, DISTRICT OF COLUMBIA, VIRGINIA, WEST VIRGINIA, NORTH CAROLINA, AND SOUTH CAROLINA . . . . .	5,596	7,028
GEORGIA AND FLORIDA . . . . .	4,924	5,189
EAST SOUTH CENTRAL (KENTUCKY, TENNESSEE, ALABAMA, AND MISSISSIPPI) . . . . .	1,707	1,551
WEST SOUTH CENTRAL (ARKANSAS, LOUISIANA, OKLAHOMA, AND TEXAS) . . . . .	5,243	6,360
MOUNTAIN (ARIZONA, COLORADO, IDAHO, NEW MEXICO, AND UTAH) . . . . .	1,894	2,299
PACIFIC . . . . .	10,467	12,578
CALIFORNIA . . . . .	9,722	11,751
WASHINGTON AND OREGON . . . . .	745	827

<sup>1</sup>Excludes manufacturer retailers.TABLE 3.--POUNDAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS,  
BY TYPE OF CONFECTIONERY

SIC CODE	TYPE OF PRODUCT	APRIL 1974		MARCH 1974	
		QUANTITY THOUSAND POUNDS	VALUE THOUSAND DOLLARS	QUANTITY THOUSAND POUNDS	VALUE THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS (1) (2) . . . . .	197,805	127,436	244,112	156,115
	PACKAGE GOODS MADE TO RETAIL AT: <sup>3</sup>				
2065324	\$1.00 OR MORE PER POUND . . . . .	(S)	(S)	(S)	(S)
2065351	\$0.50 TO \$0.99 PER POUND . . . . .	(S)	(S)	(S)	(S)
2065371	LESS THAN \$0.50 PER POUND . . . . .	(S)	(S)	(S)	(S)
2060114	BAR GOODS . . . . .	67,487	51,864	82,591	61,646
2065201	5 CENT AND 10 CENT SPECIALTIES . . . . .	27,657	19,776	32,140	23,166
2060121	BULK GOODS, INCLUDING PENNY GOODS . . . . .	19,757	8,316	24,058	9,530

Note: The Statistics in this table include from 3 to 5 percent estimation for nonresponse.

<sup>1</sup>Revised. (S)-Suppressed.<sup>2</sup>Excludes manufacturer retailers.

<sup>3</sup>The data in this table are obtained from a sample panel of about 80 large confectionery and chocolate manufacturers. This compares to a panel of about 250 respondents reporting the same product detail on the Annual Confectionery Survey. The monthly data are intended to reflect a trend of confectionery product sales whereas the annual provides an estimate of the absolute level of annual sales. An acceptable technique would be to prorate the monthly annual difference, thereby retaining the existing month-to-month trend.

<sup>4</sup>These data are suppressed pending a review of reports of respondents in the retail price categories.

TABLE 4.--EXPORTS OF CONFECTIONERY PRODUCTS

Country to which exported	April 1974		March 1974		4 months through April 1974	
	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)
Confectionery, except chewing gum, not containing cocoa (0620115)						
Total.....	1,777	832	2,010	799	6,710	2,992
Canada.....	689	294	844	314	2,408	1,007
Mexico.....	387	142	409	126	1,505	495
Panama.....	19	7	23	10	48	21
Bermuda.....	14	9	10	7	50	30
Bahamas.....	66	44	35	27	199	131
Haiti.....	-	-	3	2	7	5
Netherlands Antilles.....	131	75	41	21	269	145
Sweden.....	82	40	1	2	84	43
United Kingdom.....	69	28	134	39	252	101
Belgium.....	-	-	5	2	19	21
West Germany.....	4	6	-	-	64	28
Singapore.....	13	10	51	29	112	61
Indonesia.....	2	1	2	1	16	9
Hong Kong.....	69	36	39	20	184	86
Japan.....	76	47	84	41	551	324
Other.....	156	93	329	158	942	485
Confectionery containing cocoa or chocolate (0730020)						
Total.....	869	639	1,489	960	5,306	3,505
Canada.....	465	298	1,060	612	2,788	1,568
Mexico.....	66	43	66	46	246	169
Panama.....	24	19	8	7	70	46
Bermuda.....	46	34	11	9	92	65
Bahamas.....	78	60	39	31	160	120
United Kingdom.....	1	1	8	6	43	21
China T.....	11	12	18	10	39	27
Japan.....	65	58	136	133	1,418	1,132
Other.....	113	114	143	106	450	357

Note: Data in this table are taken from Foreign Trade publication FT 410 U.S. Exports. The Schedule B codes are: 0620115, confectionery not containing chocolate; 0730020, confectionery containing chocolate.

TABLE 5.--IMPORTS OF CONFECTIONERY PRODUCTS

Country of origin	April 1974		March 1974		4 months through April 1974	
	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)
Chocolate, sweetened, except bars and blocks of 10 pounds or more (TSUSA codes 1563020 and 1563040)						
TOTAL.....	1,564	701	1,187	659	8,097	4,383
Canada.....	24	26	187	104	3,448	1,948
Dominican Republic.....	173	50	174	50	610	173
United Kingdom.....	637	306	496	257	1,748	850
Ireland.....	429	104	36	11	548	137
Netherlands.....	5	4	55	55	188	191
Belgium.....	40	17	46	26	164	83
West Germany.....	112	100	45	32	546	406
Switzerland.....	28	33	39	42	101	120
Italy.....	-	-	9	34	114	143
Israel.....	-	-	26	14	103	76
Other.....	116	61	74	34	527	256
Candy and other confectionery, n.e.s., not containing cocoa or chocolate (TSUSA code 1571020)						
TOTAL.....	7,964	3,272	10,448	4,454	33,254	13,176
Canada.....	406	139	526	168	1,403	475
Columbia.....	345	73	347	71	1,863	364
Argentina.....	560	151	926	229	2,781	689
Sweden.....	514	189	668	233	2,269	785
Finland.....	79	44	61	41	194	112
Denmark.....	296	124	437	177	1,481	502
United Kingdom.....	3,135	1,136	4,339	1,575	13,460	4,597
Netherlands.....	776	352	714	287	2,266	960
Belgium.....	124	89	183	172	672	542
West Germany.....	88	52	52	33	367	229
Austria.....	61	46	75	58	244	191
Switzerland.....	147	57	44	24	203	89
Poland.....	231	53	381	44	1,022	186
Spain.....	38	36	31	37	220	185
Italy.....	551	460	1,072	1,009	2,183	2,129
Yugoslavia.....	30	22	-	-	122	81
Israel.....	77	25	44	12	485	176
Hong Kong.....	27	20	66	43	238	151
Japan.....	36	40	44	36	150	140
Other.....	443	164	438	205	1,631	593
Candy and other confectionery, n.e.s., containing cocoa or chocolate (TSUSA code 1571040)						
TOTAL.....	2,436	1,513	2,638	1,698	8,286	5,159
Canada.....	346	243	394	274	1,354	956
Mexico.....	120	56	60	26	181	83
United Kingdom.....	1,402	870	1,474	934	4,825	2,831
Netherlands.....	68	27	60	18	210	88
France.....	-	-	1	2	6	7
West Germany.....	3	5	136	93	294	279
Switzerland.....	21	26	152	150	261	267
Italy.....	18	26	6	17	43	56
Israel.....	-	-	9	4	68	38
Other.....	458	260	346	180	1,044	554

-Represents zero.  
n.e.s. Not elsewhere specified.

## DESCRIPTION OF SURVEY

The statistics in this publication were collected on Census Form M20C.1, "Monthly Confectionery Survey by Type of Confectionery," and Census Form M20C.2, "Monthly Confectionery Survey" from a sample of approximately 330 confectionery manufacturing establishments which account for approximately 90 percent of the total U.S. manufacturers' sales of confectionery products. The proportion estimated for the establishments which are not on the reporting panel varies by State and is based on their sales as reported in the 1967 Census of Manufactures.

The statistics presented in table 1 represent industry total sales figures which are based on the combined monthly sales totals reported by the panel and which include estimates.

Approximately 250 of the respondents are mailed Form M20C.2 on which the total monthly sales figure is the only item reported. The remaining establishments on the panel, which form a group of about 80 of the large manufacturer-wholesaler and chocolate-manufacturing concerns, report on Form M20C.1 on which detail by type of confectionery is requested in addition to the total sales figure. Aggregate figures for this group are presented in table 2. Comparison of table with the second column of table 1 shows that the respondents of Form M20C.1 account for 55 to 60 percent of the total estimated sales.

The current month's figures include estimates for respondents in the reporting panel whose reports were not received in time for tabulation as well as for small respondents excluded from the panel. Missing figures for companies in the reporting panel are imputed from the month-to-month movements shown by reporting firms. The overall imputation rate is generally limited to 25 percent, including about 10 percent for small respondents excluded from the monthly panel. Individual items with higher imputation rates are footnoted.

The imputation rate is not an explicit indicator of the potential error in published figures due to nonresponse, both because the actual monthly movements for nonrespondents may or may not closely agree with the imputed movements, and because the estimates for nonpanel cases may not reflect their current activity. The probable range of difference between the actual and imputed figures is unknown. The degree of uncertainty regarding the accuracy of the data, however, increases as the percentage of imputation increases. Figures with imputation rates above

25 percent, particularly, should be used with caution.

Statistics for previous months may be revised, due to receipt of corrected data from respondents, including late reports for which estimates were made, and other corrections. Figures which were revised significantly are indicated by footnotes.

## REPORTING PERIOD ADJUSTMENT

Beginning January 1971 the data were adjusted for number of working days in the reporting period to compensate for differences in individual company reporting patterns (i.e., calendar month, 4-week, 5-week periods). Based on a study of large confectionery manufacturers, it has been determined that the calendar month accounting system prevails in the industry. Hence, adjustments have been made to those reporting on other than a calendar month basis.

## SEASONAL ADJUSTMENT

This report presents seasonally adjusted data in table 1. The seasonal adjustment program largely eliminates the effect of normal seasonal variations (including variations due to vacations, weather, etc.) as measured over the time period for which the data were used. The resulting information thus provides a better measure than the original data of the month-to-month variations which are due to factors that are not associated with a repetitive seasonal pattern. This program is amply described in the literature on this method.

## RELATED REPORTS

An annual Current Industrial Report which includes only summary data is published in this series. This report consists partly of totals from the monthly reports and partly of data obtained as the result of a joint survey by the Bureau of the Census and Bureau of Domestic Commerce. In this joint undertaking, various statistics on confectionery are collected on Census Form MA-20D. The results of the survey are published in detail in a report entitled, "Confectionery Manufacturers, Sales and Distribution" published by the Bureau of Domestic Commerce.

## EXPLANATION OF TERMS

Manufacturer - wholesalers--Confectionery manufacturing establishments which sell primarily to wholesalers or retailers. This category includes chocolate manufacturers.

Manufacturer-retailers--Confectionery manufacturing establishments which sell primarily through their own retail outlets. Establishments which have only one retail outlet are not classified in manufacturing.

Sales--Manufacturer-wholesaler and chocolate-manufacturer sales represent f.o.b. plant value and exclude resales of goods purchased from other manufacturers or received from other plants of the reporting company.

Sales of manufacturer-retailers represent the value of goods transferred to retail outlets; they are approximately the commercial wholesale sales value and not the retail price to the consumer.

Products--In this survey, data are collected only for consumer type confectionery goods. Such data exclude cough drops, medicated candy, chewing gum, roasted peanuts, unsweetened popcorn, and fountain syrup.

Bar goods--Bar goods includes plain, coated and molded bars with or without nuts which are wrapped with not more than two pieces to the individual consumer-unit; the consumer-units are retailed separately or in economy packages.

Bulk goods--Bulk goods includes penny goods, hard candies, coated nuts, peanut brittle, unpackaged chocolates, etc., usually wholesaled in containers over 5 pounds and weighted out by the retailer to be sold by the pound or fraction thereof.

5-cent and 10-cent specialties--These are confectionery items of more than two pieces to the individual consumer-unit and novelty items, intended to retail at the above prices. Rolls or packets of mints, fruit drops, holiday novelties, candy toys and similar types of confections are included but cough drops and chewing gum are excluded.

Packaged goods--This includes assorted chocolate and other confections packaged in consumer-type boxes, bags, window-boxes, etc., designed to retail at \$1 or more, 50 cents to 99 cents, and less than 50 cents per pound. Miniature bars are included here as are packages of marshmallows, sugar coated popcorn, and similar packaged confections.

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# Confectionery, Including Chocolate Products

May 1974



Issued July 1974

SERIES: M20C(74)-5

The statistics in table 1 of this publication are based on a survey of manufacturers and represent the entire U.S. sales of confectionery by manufacturing establishments. The data in table 2 are also complete except that manufacturer retailers are excluded. Estimates are included for establishments whose reports were not received in time for tabulation. A more complete description of the survey appears on pages 5 and 6.

TABLE 1.--SUMMARY OF MANUFACTURERS' NET SALES OF  
CONFECTIONERY: 1972 TO 1974

(Millions of dollars)

Month and year	Total <sup>1</sup> (seasonally adjusted)	Total <sup>1</sup> (unadjusted)
1974		
May.....	228	190
April.....	230	200
March.....	238	241
February.....	205	220
January.....	200	211
1973		
December.....	188	180
November.....	199	234
October.....	180	227
September.....	182	233
August.....	190	183
July.....	166	114
June.....	167	135
May.....	171	143
April.....	177	154
March.....	180	182
February.....	160	172
January.....	174	184
1972		
December.....	181	172
November.....	169	199
October.....	157	195
September.....	168	221
August.....	185	177
July.....	165	110
June.....	163	134
May.....	166	137

Note: The data shown in Tables 1 and 2 of this report include from 15 to 25 percent estimation for nonresponse and for small establishments excluded from the panel.

<sup>1</sup>Data include manufacturer-retailers. See "Explanation of Terms" on page 5.

Inquiries concerning these figures should be addressed to the U.S. Department of Commerce, Bureau of the Census, Industry Division, Washington, D.C. 20233.



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TABLE 2.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS,  
BY KIND OF BUSINESS AND GEOGRAPHIC AREA

ITEM	MAY 1974	APRIL 1974
	SALES (\$1,000)	SALES (\$1,000)
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA, UNITED STATES TOTAL (1) . . . . .	179,252	181,552
NEW ENGLAND . . . . .	12,780	13,161
MIDDLE ATLANTIC . . . . .	80,139	75,157
NEW YORK AND NEW JERSEY . . . . .	31,823	31,948
PENNSYLVANIA . . . . .	48,316	43,209
EAST NORTH CENTRAL . . . . .	53,229	55,525
ILLINOIS . . . . .	45,771	47,927
OHIO AND INDIANA . . . . .	5,249	4,715
MICHIGAN AND WISCONSIN . . . . .	2,209	2,883
WEST NORTH CENTRAL . . . . .	6,027	7,572
MINNESOTA, KANSAS, S. DAKOTA & NEBRASKA . . . . .	2,989	4,675
IOWA AND MISSOURI . . . . .	3,038	2,897
SOUTH ATLANTIC . . . . .	9,709	10,521
MARYLAND, DISTRICT OF COLUMBIA, VIRGINIA, WEST VIRGINIA, NORTH CAROLINA, AND SOUTH CAROLINA . . . . .	3,792	5,597
GEORGIA AND FLORIDA . . . . .	5,917	4,924
EAST SOUTH CENTRAL (KENTUCKY, TENNESSEE, ALABAMA, AND MISSISSIPPI) . . . . .	1,198	1,707
WEST SOUTH CENTRAL (ARKANSAS, LOUISIANA, OKLAHOMA, AND TEXAS) . . . . .	4,876	5,234
MOUNTAIN (ARIZONA, COLORADO, IDAHO, NEW MEXICO, AND UTAH) . . . . .	1,187	1,894
PACIFIC . . . . .	10,107	10,781
CALIFORNIA . . . . .	9,606	9,988
WASHINGTON AND OREGON . . . . .	501	793

<sup>1</sup>Excludes manufacturer-retailers.TABLE 3.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURES,  
BY TYPE OF CONFECTIONERY

SIC CODE	TYPE OF PRODUCT	MAY 1974		APRIL 1974	
		QUANTITY THOUSAND POUNDS	VALUE THOUSAND DOLLARS	QUANTITY THOUSAND POUNDS	VALUE THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS (1) (2) . . . . .	194,573	127,191	196,404	126,270
	PACKAGE GOODS MADE TO RETAIL AT:				
2065324	\$1.00 OR MORE PER POUND . . . . .	{ 3 }	{ 3 }	{ 3 }	{ 3 }
2065351	\$0.50 TO \$0.99 PER POUND . . . . .				
2065371	LESS THAN \$0.50 PER POUND . . . . .				
2060114	BAR GOODS . . . . .	67,119	52,570	67,486	51,864
2065201	5 CENT AND 10 CENT SPECIALTIES . . . . .	27,680	18,944	26,271	18,490
2060121	BULK GOODS, INCLUDING PENNY GOODS . . . . .	23,193	9,859	19,677	8,292

Note: The statistics in this table include from 3 to 5 percent estimation for nonresponse.

<sup>2</sup>Revised.<sup>1</sup>Excludes manufacturer-retailers.

<sup>2</sup>The data in this table are obtained from a sample panel of about 80 large confectionery and chocolate manufacturers. This compares to a panel of about 250 respondents reporting the same product detail on the Annual Confectionery Survey. The monthly data are intended to reflect a trend of confectionery product sales whereas the annual provides an estimate of the absolute level of annual sales. An acceptable technique would be to prorate the monthly annual difference, thereby retaining the existing month-to-month trend.

<sup>3</sup>These data are not shown pending a review of reports of respondents in the retail price categories.

TABLE 4.--EXPORTS OF CONFECTIONERY PRODUCTS

Country to which exported	May 1974		April 1974		5 months through May 1974	
	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)
Confectionery, except chewing gum, not containing cocoa (0620115)						
Total.....	1,950	1,039	1,777	832	8,660	4,031
Canada.....	849	443	689	294	3,257	1,450
Mexico.....	303	113	387	142	1,808	608
Panama.....	5	3	19	7	53	24
Bermuda.....	22	12	14	9	72	42
Bahamas.....	96	51	66	44	295	182
Haiti.....	39	19	-	-	46	24
Netherlands Antilles.....	78	45	131	75	347	190
Sweden.....	11	3	82	40	95	46
United Kingdom.....	4	2	69	28	256	103
Belgium.....	4	6	-	-	23	27
West Germany.....	-	-	4	6	64	28
Singapore.....	4	3	13	10	116	64
Indonesia.....	2	1	2	1	18	10
Hong Kong.....	63	35	69	36	247	121
Japan.....	216	125	76	47	767	449
Other.....	254	178	156	93	1,196	663
Confectionery containing cocoa or chocolate (0730020)						
Total.....	2,149	1,350	869	639	7,455	4,855
Canada.....	1,546	968	465	298	4,334	2,536
Mexico.....	94	51	66	43	340	220
Panama.....	292	165	24	19	362	211
Bermuda.....	2	1	46	34	94	66
Bahamas.....	14	10	78	60	174	130
United Kingdom.....	29	16	1	1	72	37
China T.....	-	-	11	12	39	27
Japan.....	38	32	65	58	1,456	1,164
Other.....	134	107	113	114	584	464

Note: Data in this table are taken from Foreign Trade publication FT 410 U.S. Exports. The Schedule B codes are: 0620115, confectionery not containing chocolate; 0730020, confectionery containing chocolate.

TABLE 5.--IMPORTS OF CONFECTIONERY PRODUCTS

Country of origin	May 1974		April 1974		5 months through May 1974	
	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)
Chocolate, sweetened, except bars and blocks of 10 pounds or more (TSUSA codes 1563020 and 1563040)						
TOTAL.....	1,335	691	1,564	701	9,432	5,074
Canada.....	7	6	24	26	3,455	1,954
Dominican Republic.....	144	41	173	50	754	214
United Kingdom.....	804	373	637	306	2,552	1,223
Ireland.....	44	13	429	104	592	150
Netherlands.....	43	47	5	4	231	238
Belgium.....	117	83	40	17	281	166
West Germany.....	73	48	112	100	619	454
Switzerland.....	26	30	28	33	127	150
Italy.....	3	1	-	-	117	144
Israel.....	9	14	-	-	112	90
Other.....	65	35	116	61	592	291
Candy and other confectionery, n.e.s., not containing cocoa or chocolate (TSUSA code 1571020)						
TOTAL.....	9,718	4,035	7,964	3,272	42,972	17,211
Canada.....	615	209	406	139	2,018	684
Columbia.....	718	156	345	73	2,581	520
Argentina.....	1,358	373	560	151	4,139	1,062
Sweden.....	580	227	514	189	2,849	1,012
Finland.....	15	10	79	44	209	122
Denmark.....	469	202	296	124	1,950	704
United Kingdom.....	3,900	1,469	3,135	1,136	17,360	6,066
Netherlands.....	636	326	776	352	2,902	1,286
Belgium.....	204	156	124	89	876	698
West Germany.....	89	61	88	52	456	290
Austria.....	97	75	61	46	341	266
Switzerland.....	26	14	147	57	229	103
Poland.....	222	64	231	53	1,244	250
Spain.....	80	62	38	36	300	247
Italy.....	255	386	551	460	2,438	2,515
Yugoslavia.....	10	7	30	22	132	88
Israel.....	34	10	77	25	519	186
Hong Kong.....	45	39	27	20	283	190
Japan.....	48	49	36	40	198	189
Other.....	317	140	443	164	1,948	733
Candy and other confectionery, n.e.s., containing cocoa or chocolate (TSUSA code 1571040)						
TOTAL.....	1,722	1,273	2,436	1,513	10,008	6,432
Canada.....	236	159	346	243	1,590	1,115
Mexico.....	1	1	120	56	182	84
United Kingdom.....	1,064	770	1,402	870	5,889	3,601
Netherlands.....	10	6	68	27	220	94
France.....	6	6	-	-	12	13
West Germany.....	17	26	3	5	311	305
Switzerland.....	108	125	21	26	369	392
Italy.....	24	36	18	26	67	92
Israel.....	38	20	-	-	106	58
Other.....	218	124	458	260	1,262	678

-Represents zero.

n.e.s. Not elsewhere specified.

## DESCRIPTION OF SURVEY

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Sales of manufacturer-retailers represent the value of goods transferred to retail outlets; they are approximately the commercial wholesale sales value and not the retail price to the consumer.

Products--In this survey, data are collected only for consumer type confectionery goods. Such data exclude cough drops, medicated candy, chewing gum, roasted peanuts, unsweetened popcorn, and fountain syrup.

Bar goods--Bar goods includes plain, coated and molded bars with or without nuts which are wrapped with not more than two pieces to the individual consumer-unit; the consumer-units are retailed separately or in economy packages.

Bulk goods--Bulk goods includes penny goods, hard candies, coated nuts, peanut brittle, unpackaged chocolates, etc., usually wholesaled in containers over 5 pounds and weighted out by the retailer to be sold by the pound or fraction thereof.

5-cent and 10-cent specialties--These are confectionery items of more than two pieces to the individual consumer-unit and novelty items, intended to retail at the above prices. Rolls or packets of mints, fruit drops, holiday novelties, candy toys and similar types of confections are included but cough drops and chewing gum are excluded.

Packaged goods--This includes assorted chocolate and other confections packaged in consumer-type boxes, bags, window-boxes, etc., designed to retail at \$1 or more, 50 cents to 99 cents, and less than 50 cents per pound. Miniature bars are included here as are packages of marshmallows, sugar coated popcorn, and similar packaged confections.

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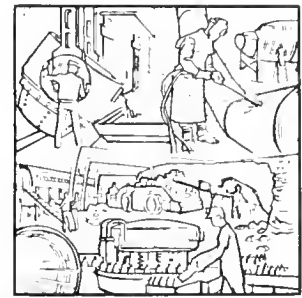


OFFICIAL BUSINESS



# Confectionery, Including Chocolate Products

June 1974



Issued August 1974

SERIES: M20C(74)-6

The statistics in table 1 of this publication are based on a survey of manufacturers and represent the entire U.S. sales of confectionery by manufacturing establishments. The data in table 2 are also complete except that manufacturer retailers are excluded. Estimates are included for establishments whose reports were not received in time for tabulation. A more complete description of the survey appears on pages 5 and 6.

TABLE 1.--SUMMARY OF MANUFACTURERS' NET SALES OF  
CONFECTIONERY: 1972 TO 1974

(Million of dollars)

Month and year	Total <sup>1</sup> (seasonally adjusted)	Total <sup>1</sup> (unadjusted)
1974		
June.....	219	176
May.....	231	193
April.....	230	200
March.....	238	241
February.....	205	220
January.....	200	211
1973		
December.....	188	180
November.....	199	234
October.....	180	227
September.....	182	233
August.....	190	183
July.....	166	114
June.....	167	135
May.....	171	143
April.....	177	154
March.....	180	182
February.....	160	172
January.....	174	184
1972		
December.....	181	172
November.....	169	199
October.....	157	195
September.....	168	221
August.....	185	177
July.....	165	110
June.....	163	134

Note: The data shown in Tables 1 and 2 of this report include from 15 to 25 percent estimation for nonresponse and for small establishments excluded from the panel.

<sup>1</sup>Data include manufacturer-retailers. See "Explanation of terms" on page 5.

Inquiries concerning these figures should be addressed to the U.S. Department of Commerce, Bureau of the Census, Industry Division, Washington, D.C. 20233.



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TABLE 2.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS, BY KIND OF BUSINESS AND GEOGRAPHIC AREA

ITEM	JUNE 1974	MAY 1974
	SALES (\$1,000)	SALES (\$1,000)
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA, UNITED STATES TOTAL <sup>1</sup> . . . . .	168,225	182,375
NEW ENGLAND . . . . .	12,253	12,809
MIDDLE ATLANTIC . . . . .	73,257	83,557
NEW YORK AND NEW JERSEY . . . . .	33,573	30,492
PENNSYLVANIA . . . . .	39,684	53,065
EAST NORTH CENTRAL . . . . .	53,552	52,672
ILLINOIS . . . . .	46,143	45,248
OHIO AND INDIANA . . . . .	5,479	5,215
MICHIGAN AND WISCONSIN . . . . .	1,930	2,209
WEST NORTH CENTRAL . . . . .	5,389	6,027
MINNESOTA, KANSAS, S. DAKOTA & NEBRASKA . . . . .	2,656	2,989
IOWA AND MISSOURI . . . . .	2,733	3,038
SOUTH ATLANTIC . . . . .	7,777	9,765
MARYLAND, DISTRICT OF COLUMBIA, VIRGINIA, WEST VIRGINIA, NORTH CAROLINA, AND SOUTH CAROLINA . . . . .	3,619	3,792
GEORGIA AND FLORIDA . . . . .	4,158	5,973
EAST SOUTH CENTRAL (KENTUCKY, TENNESSEE, ALABAMA, AND MISSISSIPPI) . . . . .	1,288	1,200
WEST SOUTH CENTRAL (ARKANSAS, LOUISIANA, OKLAHOMA, AND TEXAS) . . . . .	4,211	4,878
MOUNTAIN (ARIZONA, COLORADO, IDAHO, NEW MEXICO, AND UTAH) . . . . .	1,157	1,256
PACIFIC . . . . .	9,341	10,211
CALIFORNIA . . . . .	8,845	9,667
WASHINGTON AND OREGON . . . . .	496	544

<sup>1</sup>Excludes manufacturer-retailers.

TABLE 3.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY

SIC CODE	TYPE OF PRODUCT	JUNE 1974		MAY 1974	
		QUANTITY THOUSAND POUNDS	VALUE THOUSAND DOLLARS	QUANTITY THOUSAND POUNDS	VALUE THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS <sup>1 2</sup> . . . . .	176,100	118,570	202,321	130,699
	PACKAGE GOODS MADE TO RETAIL AT:				
2065324	\$1.00 OR MORE PER POUND . . . . .	(3)	(3)	(3)	(3)
2065351	\$0.50 TO \$0.99 PER POUND . . . . .				
2065371	LESS THAN \$0.50 PER POUND . . . . .				
2060114	BAR GOODS . . . . .	57,502	44,560	72,882	56,215
2065201	5 CENT AND 10 CENT SPECIALTIES . . . . .	30,247	25,045	27,717	17,537
2060121	BULK GOODS, INCLUDING PENNY GOODS . . . . .	20,073	6,712	23,821	10,191

Note: The statistics in this table include from 3 to 5 percent estimation for nonresponse.

<sup>1</sup>Excludes manufacturer-retailers. <sup>2</sup>The data in this table are obtained from a sample panel of about 80 large confectionery manufacturers. This compares to a panel of about 250 respondents reporting the same product detail on the Annual Confectionery Survey. The monthly data are intended to reflect a trend of confectionery product sales whereas the annual provides an estimate of the absolute level of annual sales. An acceptable technique would be to prorate the monthly annual difference, thereby retaining the existing month-to-month trend. <sup>3</sup>These data are not shown pending a review of reports of respondents in the retail price categories.

TABLE 4.--EXPORTS OF CONFECTIONERY PRODUCTS

Country to which exported	June 1974		May 1974		6 months through June 1974	
	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)
Confectionery, except chewing gum, not containing cocoa (0620115)						
Total.....	1,298	620	1,950	1,039	9,958	4,651
Canada.....	514	237	849	443	3,771	1,687
Mexico.....	280	107	303	113	2,088	715
Panama.....	22	9	5	3	75	33
Bermuda.....	9	6	22	12	81	48
Bahamas.....	18	12	96	51	313	194
Haiti.....	-	-	39	19	46	24
Netherlands Antilles.....	84	49	78	45	431	239
Sweden.....	3	1	11	3	98	47
United Kingdom.....	83	25	4	2	339	128
Belgium.....	-	-	4	6	23	27
West Germany.....	11	16	-	-	75	44
Singapore.....	4	2	4	3	120	66
Indonesia.....	73	24	2	1	91	34
Hong Kong.....	42	25	63	35	289	146
Japan.....	59	52	216	125	826	501
Other.....	96	55	254	178	1,292	718
Confectionery containing cocoa or chocolate (0730020)						
Total.....	2,066	1,388	2,149	1,350	9,521	6,243
Canada.....	1,554	1,001	1,546	968	5,888	3,537
Mexico.....	8	7	94	51	348	227
Panama.....	54	34	292	165	416	245
Bermuda.....	29	25	2	1	123	91
Bahamas.....	50	37	14	10	224	167
United Kingdom.....	10	8	29	16	82	45
China T.....	-	-	-	-	39	27
Japan.....	288	221	38	32	1,744	1,385
Other.....	73	55	134	107	657	519

Note: Data in this table are taken from Foreign Trade publication FT 410 U.S. Exports. The Schedule B codes are: 0620115, confectionery not containing chocolate; 0730020, confectionery containing chocolate.

TABLE 5.--IMPORTS OF CONFECTIONERY PRODUCTS

Country of origin	June 1974		May 1974		6 months through June 1974	
	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)
Chocolate, sweetened, except bars and blocks of 10 pounds or more (TSUSA codes 1563020 and 1563040)						
TOTAL.....	1,552	787	1,335	691	10,984	5,861
Canada.....	2	2	7	6	3,457	1,956
Dominican Republic.....	86	30	144	41	840	244
United Kingdom.....	1,125	498	804	373	3,677	1,721
Ireland.....	-	-	44	13	592	150
Netherlands.....	54	63	43	47	285	301
Belgium.....	78	46	117	83	359	212
West Germany.....	156	103	73	48	775	557
Switzerland.....	18	21	26	30	145	171
Italy.....	-	-	3	1	117	144
Israel.....	3	2	9	14	115	92
Other.....	30	22	65	35	622	313
Candy and other confectionery, n.e.s., not containing cocoa or chocolate (TSUSA code 1571020)						
TOTAL.....	6,922	3,195	9,718	4,035	49,894	20,406
Canada.....	396	129	615	209	2,414	813
Columbia.....	308	65	718	156	2,889	585
Argentina.....	626	174	1,358	373	4,765	1,236
Sweden.....	452	172	580	227	3,301	1,184
Finland.....	50	37	15	10	259	159
Denmark.....	317	146	469	202	2,267	850
United Kingdom.....	2,699	1,043	3,900	1,469	20,059	7,109
Netherlands.....	376	205	636	326	3,278	1,491
Belgium.....	96	124	204	156	972	822
West Germany.....	42	26	89	61	498	316
Austria.....	61	45	97	75	402	311
Switzerland.....	26	20	26	14	255	123
Poland.....	181	44	222	64	1,425	294
Spain.....	117	90	80	62	417	337
Italy.....	609	580	255	386	3,047	3,095
Yugoslavia.....	42	31	10	7	174	119
Israel.....	22	12	34	10	541	198
Hong Kong.....	74	57	45	39	357	247
Japan.....	32	34	48	49	230	223
Other.....	396	161	317	140	2,344	894
Candy and other confectionery, n.e.s., containing cocoa or chocolate (TSUSA code 1571040)						
TOTAL.....	1,769	1,191	1,722	1,273	11,777	7,623
Canada.....	189	126	236	159	1,779	1,241
Mexico.....	2	1	1	1	184	85
United Kingdom.....	1,143	804	1,064	770	7,032	4,405
Netherlands.....	46	20	10	6	266	114
France.....	-	-	6	6	12	13
West Germany.....	8	3	17	26	319	308
Switzerland.....	86	104	108	125	455	496
Italy.....	1	3	24	36	68	95
Israel.....	27	10	38	20	133	68
Other.....	267	120	218	124	1,529	798

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OFFICIAL BUSINESS



# Confectionery, Including Chocolate Products

July 1974



Issued September 1974

SERIES: M20C(74)-7

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(Millions of dollars)

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1974		
July.....	249	171
June.....	224	180
May.....	231	193
April.....	230	200
March.....	238	241
February.....	205	220
January.....	200	211
1973		
December.....	188	180
November.....	199	234
October.....	180	227
September.....	182	233
August.....	190	183
July.....	166	111
June.....	167	135
May.....	171	143
April.....	177	154
March.....	180	182
February.....	160	172
January.....	174	184
1972		
December.....	181	172
November.....	169	199
October.....	157	195
September.....	168	221
August.....	185	177
July.....	165	110

Note: The data shown in Tables 1 and 2 of this report include from 15 to 25 percent estimation for nonresponse and for small establishments excluded from the panel.

<sup>1</sup>Data include manufacturer-retailers. See "Explanation of Terms" on page 5.

Inquiries concerning these figures should be addressed to the U.S. Department of Commerce, Bureau of the Census, Industry Division, Washington, D.C. 20233.



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TABLE 2.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS, BY KIND OF BUSINESS AND GEOGRAPHIC AREA

ITEM	JULY 1974	JUNE 1974
	SALES (\$1,000)	SALES (\$1,000)
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA, UNITED STATES TOTAL <sup>1</sup> . . . . .	161,062	172,280
NEW ENGLAND . . . . .	11,142	12,253
MIDDLE ATLANTIC . . . . .	71,110	73,512
NEW YORK AND NEW JERSEY . . . . .	31,054	33,591
PENNSYLVANIA . . . . .	13,056	39,951
EAST NORTH CENTRAL . . . . .	16,157	52,320
ILLINOIS . . . . .	39,873	14,911
OHIO AND INDIANA . . . . .	1,291	5,179
MICHIGAN AND WISCONSIN . . . . .	1,990	1,930
WEST NORTH CENTRAL . . . . .	5,168	5,736
MINNESOTA, KANSAS, S. DAKOTA & NEBRASKA . . . . .	2,691	3,003
IOWA AND MISSOURI . . . . .	2,777	2,733
SOUTH ATLANTIC . . . . .	11,818	12,205
MARYLAND, DISTRICT OF COLUMBIA, VIRGINIA, WEST VIRGINIA, NORTH CAROLINA, AND SOUTH CAROLINA . . . . .	7,465	7,871
GEORGIA AND FLORIDA . . . . .	1,353	1,331
EAST SOUTH CENTRAL (KENTUCKY, TENNESSEE, ALABAMA, AND MISSISSIPPI) . . . . .	1,026	1,100
WEST SOUTH CENTRAL (ARKANSAS, LOUISIANA, OKLAHOMA, AND TEXAS) . . . . .	1,461	1,651
MOUNTAIN (ARIZONA, COLORADO, IDAHO, NEW MEXICO, AND UTAH) . . . . .	1,019	1,110
PACIFIC . . . . .	8,828	9,363
CALIFORNIA . . . . .	8,332	8,815
WASHINGTON AND OREGON . . . . .	196	518

<sup>1</sup>Excludes manufacturer-retailers.

TABLE 3.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY

SIC CODE	TYPE OF PRODUCT	JULY 1974		JUNE 1974	
		QUANTITY THOUSAND POUNDS	VALUE THOUSAND DOLLARS	QUANTITY THOUSAND POUNDS	VALUE THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS <sup>1 2</sup> . . . . .	162,700	113,316	175,799	117,767
2065324	PACKAGE GOODS MADE TO RETAIL AT:				
2065351	\$1.00 OR MORE PER POUND . . . . .	1	1	3	3
2065371	\$0.50 TO \$0.99 PER POUND . . . . .				
	LESS THAN \$0.50 PER POUND . . . . .				
2060114	PAK GOODS . . . . .	51,221	43,183	57,383	41,183
2065201	5 CENT AND 10 CENT SPECIALTIES . . . . .	23,787	18,205	30,028	22,423
2060121	BULK GOODS, INCLUDING PENNY GOODS . . . . .	18,297	8,151	20,167	8,656

Note: The statistics in this table include from 3 to 5 percent estimation for nonresponse.

<sup>1</sup>Excludes manufacturer-retailers.<sup>2</sup>The data in this table are obtained from a sample panel of about 80 large confectionery manufacturers. This compares to a panel of about 250 respondents reporting the same product detail on the Annual Confectionery Survey. The monthly data are intended to reflect a trend of confectionery product sales whereas the annual provides an estimate of the absolute level of annual sales. An acceptable technique would be to prorate the monthly annual difference, thereby retaining the existing month-to-month trend.<sup>3</sup>These data are not shown pending a review of reports of respondents in the retail price categories.

TABLE 1.--EXPORTS OF CONFECTIONERY PRODUCTS

Country to which exported	July 1974		June 1974		7 months through July 1974	
	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)
Confectionery, except chewing gum, not containing cocoa (0620115)						
Total.....	1,543	881	1,298	620	11,501	5,532
Canada.....	713	337	514	237	4,484	2,024
Mexico.....	242	103	280	107	2,330	818
Panama.....	1	1	22	9	76	34
Bermuda.....	8	5	9	6	89	53
Bahamas.....	16	10	18	12	329	204
Haiti.....	2	2	-	-	48	26
Netherlands Antilles.....	46	28	84	49	477	267
Sweden.....	14	3	3	1	112	50
United Kingdom.....	58	31	83	25	397	159
Belgium.....	4	3	-	-	27	30
West Germany.....	22	23	11	16	97	67
Singapore.....	4	3	4	2	124	69
Indonesia.....	11	8	73	24	102	42
Hong Kong.....	36	31	42	25	325	177
Japan.....	90	99	59	52	916	600
Other.....	276	194	96	55	1,568	912
Confectionery containing cocoa or chocolate (0730020)						
Total.....	1,768	1,355	2,066	1,388	11,289	7,598
Canada.....	1,506	1,120	1,554	1,001	7,394	4,657
Mexico.....	30	19	8	7	378	246
Panama.....	1	1	54	34	417	246
Bermuda.....	-	-	29	25	123	91
Bahamas.....	-	-	50	37	224	167
United Kingdom.....	2	1	10	8	84	46
China T.....	-	-	-	-	39	27
Japan.....	111	125	288	221	1,855	1,510
Other.....	118	89	73	55	775	608

Note: Data in this table are taken from Foreign Trade publication FT 410 U.S. Exports. The Schedule B codes are: 0620115, confectionery not containing chocolate; 0730020, confectionery containing chocolate.

TABLE 5.--IMPORTS OF CONFECTIONERY PRODUCTS

Country of origin	July 1974		June 1974		7 months through July 1974	
	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)
Chocolate, sweetened, except bars and blocks of 10 pounds or more (TSUSA codes 1563020 and 1563040)						
TOTAL.....	2,099	1,254	1,552	787	13,083	7,115
Canada.....	1	1	2	2	3,458	1,957
Dominican Republic.....	33	13	86	30	873	257
United Kingdom.....	1,447	751	1,125	498	5,124	2,472
Ireland.....	-	-	-	-	592	150
Netherlands.....	66	82	54	63	351	383
Belgium.....	82	47	78	46	441	259
West Germany.....	358	238	156	103	1,133	795
Switzerland.....	53	64	18	21	198	235
Italy.....	-	-	-	-	117	144
Israel.....	10	14	3	2	125	106
Other.....	19	44	30	22	671	357
Candy and other confectionery, n.e.s., not containing cocoa or chocolate (TSUSA code 1571020)						
TOTAL.....	8,767	4,591	6,922	3,195	58,661	24,997
Canada.....	135	54	396	129	2,519	867
Columbia.....	435	109	308	65	3,324	694
Argentina.....	468	146	626	174	5,233	1,382
Sweden.....	835	324	452	172	4,136	1,508
Finland.....	80	52	50	37	339	211
Denmark.....	378	169	317	146	2,645	1,019
United Kingdom.....	3,896	1,545	2,699	1,043	23,955	8,654
Netherlands.....	378	212	376	205	3,656	1,703
Belgium.....	107	65	96	124	1,079	887
West Germany.....	104	77	42	26	602	393
Austria.....	96	72	61	45	498	383
Switzerland.....	45	46	26	20	300	169
Poland.....	256	81	181	44	1,681	375
Spain.....	139	70	117	90	556	407
Italy.....	706	1,198	609	580	3,753	1,293
Yugoslavia.....	42	32	42	31	216	151
Israel.....	56	14	22	12	597	212
Hong Kong.....	48	42	74	57	405	289
Japan.....	63	79	32	34	293	302
Other.....	500	204	396	161	2,844	1,098
Candy and other confectionery, n.e.s., containing cocoa or chocolate (TSUSA code 1571040)						
TOTAL.....	2,009	1,371	1,769	1,191	13,786	8,994
Canada.....	59	27	189	126	1,838	1,268
Mexico.....	62	29	2	1	246	114
United Kingdom.....	1,579	1,032	1,143	804	8,611	5,437
Netherlands.....	17	18	46	20	283	132
France.....	2	2	-	-	12	15
West Germany.....	3	5	8	3	322	313
Switzerland.....	107	134	86	104	562	630
Italy.....	14	10	1	3	82	105
Israel.....	-	-	27	10	133	68
Other.....	168	114	267	120	1,697	912

- Represents zero.

n.e.s. Not elsewhere specified.

(Z) Represents less than 1,000 lbs.

## DESCRIPTION OF SURVEY

The statistics in this publication were collected on Census Form M20C.1, "Monthly Confectionery Survey by Type of Confectionery," and Census Form M20C.2, "Monthly Confectionery Survey" from a sample of approximately 330 confectionery manufacturing establishments which account for approximately 90 percent of the total U.S. manufacturers' sales of confectionery products. The proportion estimated for the establishments which are not on the reporting panel varies by State and is based on their sales as reported in the 1967 Census of Manufactures.

The statistics presented in table 1 represent industry total sales figures which are based on the combined monthly sales totals reported by the panel and which include estimates.

Approximately 250 of the respondents are mailed Form M20C.2 on which the total monthly sales figure is the only item reported. The remaining establishments on the panel, which form a group of about 80 of the large manufacturer-wholesaler and chocolate-manufacturing concerns, report on Form M20C.1 on which detail by type of confectionery is requested in addition to the total sales figure. Aggregate figures for this group are presented in table 2. Comparison of table with the second column of table 1 shows that the respondents of Form M20C.1 account for 55 to 60 percent of the total estimated sales.

The current month's figures include estimates for respondents in the reporting panel whose reports were not received in time for tabulation as well as for small respondents excluded from the panel. Missing figures for companies in the reporting panel are imputed from the month-to-month movements shown by reporting firms. The overall imputation rate is generally limited to 25 percent, including about 10 percent for small respondents excluded from the monthly panel. Individual items with higher imputation rates are footnoted.

The imputation rate is not an explicit indicator of the potential error in published figures due to nonresponse, both because the actual monthly movements for nonrespondents may or may not closely agree with the imputed movements, and because the estimates for nonpanel cases may not reflect their current activity. The probable range of difference between the actual and imputed figures is unknown. The degree of uncertainty regarding the accuracy of the data, however, increases as the percentage of imputation increases. Figures with imputation rates above

25 percent, particularly, should be used with caution.

Statistics for previous months may be revised, due to receipt of corrected data from respondents, including late reports for which estimates were made, and other corrections. Figures which were revised significantly are indicated by footnotes.

## REPORTING PERIOD ADJUSTMENT

Beginning January 1971 the data were adjusted for number of working days in the reporting period to compensate for differences in individual company reporting patterns (i.e., calendar month, 4-week, 5-week periods). Based on a study of large confectionery manufacturers, it has been determined that the calendar month accounting system prevails in the industry. Hence, adjustments have been made to those reporting on other than a calendar month basis.

## SEASONAL ADJUSTMENT

This report presents seasonally adjusted data in table 1. The seasonal adjustment program largely eliminates the effect of normal seasonal variations (including variations due to vacations, weather, etc.) as measured over the time period for which the data were used. The resulting information thus provides a better measure than the original data of the month-to-month variations which are due to factors that are not associated with a repetitive seasonal pattern. This program is amply described in the literature on this method.

## RELATED REPORTS

An annual Current Industrial Report which includes only summary data is published in this series. This report consists partly of totals from the monthly reports and partly of data obtained as the result of a joint survey by the Bureau of the Census and Bureau of Domestic Commerce. In this joint undertaking, various statistics on confectionery are collected on Census Form MA-20D. The results of the survey are published in detail in a report entitled, "Confectionery Manufacturers, Sales and Distribution" published by the Bureau of Domestic Commerce.

## EXPLANATION OF TERMS

Manufacturer - wholesalers--Confectionery manufacturing establishments which sell primarily to wholesalers or retailers. This category includes chocolate manufacturers.

Manufacturer-retailers--Confectionery manufacturing establishments which sell primarily through their own retail outlets. Establishments which have only one retail outlet are not classified in manufacturing.

Sales--Manufacturer-wholesaler and chocolate-manufacturer sales represent f.o.b. plant value and exclude resales of goods purchased from other manufacturers or received from other plants of the reporting company.

Sales of manufacturer-retailers represent the value of goods transferred to retail outlets; they are approximately the commercial wholesale sales value and not the retail price to the consumer.

Products--In this survey, data are collected only for consumer type confectionery goods. Such data exclude cough drops, medicated candy, chewing gum, roasted peanuts, unsweetened popcorn, and fountain syrup.

Bar goods--Bar goods includes plain, coated and molded bars with or without nuts which are wrapped with not more than two pieces to the individual consumer-unit; the consumer-units are retailed separately or in economy packages.

Bulk goods--Bulk goods includes penny goods, hard candies, coated nuts, peanut brittle, un-packaged chocolates, etc., usually wholesaled in containers over 5 pounds and weighted out by the retailer to be sold by the pound or fraction thereof.

5-cent and 10-cent specialties--These are confectionery items of more than two pieces to the individual consumer-unit and novelty items, intended to retail at the above prices. Rolls or packets of mints, fruit drops, holiday novelties, candy toys and similar types of confections are included but cough drops and chewing gum are excluded.

Packaged goods--This includes assorted chocolate and other confections packaged in consumer-type boxes, bags, window-boxes, etc., designed to retail at \$1 or more, 50 cents to 99 cents, and less than 50 cents per pound. Miniature bars are included here as are packages of marshmallows, sugar coated popcorn, and similar packaged confections.

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OFFICIAL BUSINESS



# Confectionery, Including Chocolate Products

August 1974



Issued October 1974

SERIES: M20C(74)-8

The statistics in table 1 of this publication are based on a survey of manufacturers and represent the entire U.S. sales of confectionery by manufacturing establishments. The data in table 2 are also complete except that manufacturer retailers are excluded. Estimates are included for establishments whose reports were not received in time for tabulation. A more complete description of the survey appears on pages 5 and 6.

TABLE 1.--SUMMARY OF MANUFACTURERS' NET SALES OF  
CONFECTIONERY: 1972 TO 1974

(Millions of dollars)

Month and year	Total <sup>1</sup> (seasonally adjusted)	Total <sup>1</sup> (unadjusted)
1974		
August.....	254	245
July.....	251	172
June.....	224	180
May.....	231	193
April.....	230	200
March.....	238	241
February.....	205	220
January.....	200	211
1973		
December.....	188	180
November.....	199	234
October.....	180	227
September.....	182	233
August.....	190	183
July.....	166	114
June.....	167	135
May.....	171	143
April.....	177	154
March.....	180	182
February.....	160	172
January.....	174	184
1972		
December.....	181	172
November.....	169	199
October.....	157	195
September.....	168	221
August.....	185	177

Note: The data shown in Tables 1 and 2 of this report include from 15 to 25 percent estimation for nonresponse and for small establishments excluded from the panel.

<sup>1</sup>Data include manufacturer-retailers. See "Explanation of Terms" on page 5.

Inquiries concerning these figures should be addressed to the U.S. Department of Commerce, Bureau of the Census, Industry Division, Washington, D.C. 20233.

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TABLE 2.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS,  
BY KIND OF BUSINESS AND GEOGRAPHIC AREA

ITEM	AUGUST 1974	JULY 1974
	SALES (\$1,000)	SALES (\$1,000)
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA, UNITED STATES TOTAL <sup>1</sup> . . . . .	236,698	164,423
NEW ENGLAND . . . . .	19,733	11,142
MIDDLE ATLANTIC . . . . .	105,672	74,062
NEW YORK AND NEW JERSEY . . . . .	37,661	31,006
PENNSYLVANIA . . . . .	68,011	43,056
EAST NORTH CENTRAL . . . . .	71,171	46,606
ILLINOIS . . . . .	61,169	40,322
OHIO AND INDIANA . . . . .	6,432	4,294
MICHIGAN AND WISCONSIN . . . . .	3,570	1,990
WEST NORTH CENTRAL . . . . .	6,017	5,425
MINNESOTA, KANSAS, S. DAKOTA & NEBRASKA . . . . .	3,065	2,691
IOWA AND MISSOURI . . . . .	2,952	2,734
SOUTH ATLANTIC . . . . .	12,797	12,163
MARYLAND, DISTRICT OF COLUMBIA, VIRGINIA, WEST VIRGINIA, NORTH CAROLINA, AND SOUTH CAROLINA . . . . .	7,229	7,488
GEORGIA AND FLORIDA . . . . .	5,568	4,675
EAST SOUTH CENTRAL (KENTUCKY, TENNESSEE, ALABAMA, AND MISSISSIPPI) . . . . .	1,555	1,033
WEST SOUTH CENTRAL (ARKANSAS, LOUISIANA, OKLAHOMA, AND TEXAS) . . . . .	5,275	4,177
MOUNTAIN (ARIZONA, COLORADO, IDAHO, NEW MEXICO, AND UTAH) . . . . .	1,352	1,049
PACIFIC . . . . .	13,126	8,766
CALIFORNIA . . . . .	12,431	8,208
WASHINGTON AND OREGON . . . . .	695	558

<sup>1</sup>Excludes manufacturer-retailers.TABLE 3.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS,  
BY TYPE OF CONFECTIONERY

SIC CODE	TYPE OF PRODUCT	AUGUST 1974		JULY 1974	
		QUANTITY THOUSAND POUNDS	VALUE THOUSAND DOLLARS	QUANTITY THOUSAND POUNDS	VALUE THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS. . . . .	238,427	175,505	163,275	114,090
	PACKAGE GOODS MADE TO RETAIL AT:				
2065324	\$1.00 OR MORE PER POUND . . . . .	31	31	31	31
2065351	\$0.50 TO \$0.99 PER POUND . . . . .				
2065371	LESS THAN \$0.50 PER POUND . . . . .				
2060114	BAR GOODS. . . . .	76,745	66,543	54,222	43,486
2065201	5 CENT AND 10 CENT SPECIALTIES . . . . .	24,707	20,376	24,205	18,543
2060121	BULK GOODS, INCLUDING PENNY GOODS. . . . .	26,099	12,096	18,281	8,395

Note: The statistics in this table include from 3 to 5 percent estimation for nonresponse.

<sup>1</sup>Excludes manufacturer-retailers. <sup>2</sup>The data in this table are obtained from a sample panel of about 80 large confectionery manufacturers. This compares to a panel of about 250 respondents reporting the same product detail on the Annual Confectionery Survey. The monthly data are intended to reflect a trend of confectionery product sales whereas the annual provides an estimate of the absolute level of annual sales. An acceptable technique would be to prorate the monthly annual difference, thereby retaining the existing month-to-month trend. <sup>3</sup>These data are not shown pending a review of reports of respondents in the retail price categories.

TABLE 4.--EXPORTS OF CONFECTIONERY PRODUCTS

Country to which exported	August 1974		July 1974		8 months through August 1974	
	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)
Confectionery, except chewing gum, not containing cocoa (0620115)						
Total.....	1,413	725	1,543	881	12,914	6,257
Canada.....	614	319	713	337	5,098	2,343
Mexico.....	254	91	242	103	2,584	909
Panama.....	-	-	1	1	76	34
Bermuda.....	6	6	8	5	95	59
Bahamas.....	17	10	16	10	346	214
Haiti.....	10	5	2	2	58	31
Netherlands Antilles.....	34	25	46	28	511	292
Sweden.....	3	2	14	3	115	52
United Kingdom.....	88	26	58	31	485	185
Belgium.....	1	1	4	3	28	31
West Germany.....	22	28	22	23	119	95
Singapore.....	4	5	4	3	128	74
Indonesia.....	32	11	11	8	134	53
Hong Kong.....	5	6	36	31	330	183
Japan.....	26	17	90	99	942	617
Other.....	297	173	276	194	1,865	1,085
Confectionery containing cocoa or chocolate (0730020)						
Total.....	1,389	1,178	1,768	1,355	12,678	8,776
Canada.....	840	616	1,506	1,120	8,234	5,273
Mexico.....	33	16	30	19	411	262
Panama.....	33	24	1	1	450	270
Bermuda.....	5	4	-	-	128	95
Bahamas.....	23	16	-	-	247	183
United Kingdom.....	1	1	2	1	85	47
China T.....	-	-	-	-	39	27
Japan.....	251	302	111	125	2,106	1,812
Other.....	203	199	118	89	978	807

Note: Data in this table are taken from Foreign Trade publication FT 410 U.S. Exports. The Schedule B codes are: 0620115, confectionery not containing chocolate; 0730020, confectionery containing chocolate.

TABLE 5.--IMPORTS OF CONFECTIONERY PRODUCTS

Country of origin	August 1974		July 1974		7 months through July 1974	
	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)
Chocolate, sweetened, except bars and blocks of 10 pounds or more (TSUSA codes 1563020 and 1563040)						
TOTAL.....	(NA)	(NA)	2,099	1,254	13,083	7,115
Canada.....	(NA)	(NA)	1	1	3,458	1,957
Dominican Republic.....	(NA)	(NA)	33	13	873	257
United Kingdom.....	(NA)	(NA)	1,447	751	5,124	2,472
Ireland.....	(NA)	(NA)	-	-	592	150
Netherlands.....	(NA)	(NA)	66	82	351	383
Belgium.....	(NA)	(NA)	82	47	441	259
West Germany.....	(NA)	(NA)	358	238	1,123	795
Switzerland.....	(NA)	(NA)	53	64	198	235
Italy.....	(NA)	(NA)	-	-	117	144
Israel.....	(NA)	(NA)	10	14	125	106
Other.....	(NA)	(NA)	49	44	671	357
Candy and other confectionery, n.e.s., not containing cocoa or chocolate (TSUSA code 1571020)						
TOTAL.....	(NA)	(NA)	8,767	4,591	58,661	24,997
Canada.....	(NA)	(NA)	135	54	2,549	867
Columbia.....	(NA)	(NA)	435	109	3,324	694
Argentina.....	(NA)	(NA)	468	146	5,233	1,382
Sweden.....	(NA)	(NA)	835	324	4,136	1,508
Finland.....	(NA)	(NA)	80	52	339	211
Denmark.....	(NA)	(NA)	378	169	2,645	1,019
United Kingdom.....	(NA)	(NA)	3,896	1,545	23,955	8,654
Netherlands.....	(NA)	(NA)	378	212	3,656	1,703
Belgium.....	(NA)	(NA)	107	65	1,079	887
West Germany.....	(NA)	(NA)	104	77	602	393
Austria.....	(NA)	(NA)	96	72	498	383
Switzerland.....	(NA)	(NA)	45	46	300	169
Poland.....	(NA)	(NA)	256	81	1,681	375
Spain.....	(NA)	(NA)	139	70	556	407
Italy.....	(NA)	(NA)	706	1,198	3,753	4,293
Yugoslavia.....	(NA)	(NA)	42	32	216	151
Israel.....	(NA)	(NA)	56	14	597	212
Hong Kong.....	(NA)	(NA)	48	42	405	289
Japan.....	(NA)	(NA)	63	79	293	302
Other.....	(NA)	(NA)	500	204	2,844	1,098
Candy and other confectionery, n.e.s., containing cocoa or chocolate (TSUSA code 1571040)						
TOTAL.....	(NA)	(NA)	2,009	1,371	13,786	8,994
Canada.....	(NA)	(NA)	59	27	1,838	1,268
Mexico.....	(NA)	(NA)	62	29	246	114
United Kingdom.....	(NA)	(NA)	1,579	1,032	8,611	5,437
Netherlands.....	(NA)	(NA)	17	18	283	132
France.....	(NA)	(Z)	2	2	12	15
West Germany.....	(NA)	(NA)	3	5	322	313
Switzerland.....	(NA)	(NA)	107	134	562	630
Italy.....	(NA)	(NA)	14	10	82	105
Israel.....	(NA)	(NA)	-	-	133	68
Other.....	(NA)	(NA)	168	114	1,697	912

- Represents zero.

(NA) August data not available.

n.e.s. Not elsewhere specified.

(Z) Represents less than 1,000 lbs.

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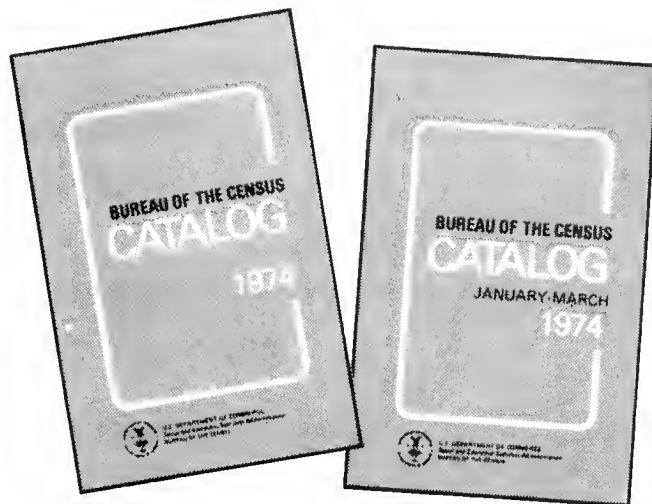
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OFFICIAL BUSINESS



Confectionery, Including  
Chocolate Products

September 1974



Issued November 1974

SERIES: M20C(74)-9

The statistics in table 1 of this publication are based on a survey of manufacturers and represent the entire U.S. sales of confectionery by manufacturing establishments. The data in table 2 are also complete except that manufacturer retailers are excluded. Estimates are included for establishments whose reports were not received in time for tabulation. A more complete description of the survey appears on pages 5 and 6.

TABLE 1.--SUMMARY OF MANUFACTURERS' NET SALES OF  
CONFECTIONERY: 1972 TO 1974

(Millions of dollars)

Month and year	Total <sup>1</sup> (seasonally adjusted)	Total <sup>1</sup> (unadjusted)
1974		
September.....	246	316
August.....	260	251
July.....	251	172
June.....	224	180
May.....	231	193
April.....	230	200
March.....	238	241
February.....	205	220
January.....	200	211
1973		
December.....	188	180
November.....	199	234
October.....	180	227
September.....	182	233
August.....	190	183
July.....	166	114
June.....	167	135
May.....	171	143
April.....	177	154
March.....	180	182
February.....	160	172
January.....	174	184
1972		
December.....	181	172
November.....	169	199
October.....	157	195
September.....	168	221

Note: The data shown in Tables 1 and 2 of this report include from 15 to 25 percent estimation for nonresponse and for small establishments excluded from the panel.

<sup>1</sup>Data include manufacturer-retailers. See "Explanation of Terms" on page 5.

Inquiries concerning these figures should be addressed to the U.S. Department of Commerce, Bureau of the Census, Industry Division, Washington, D.C. 20233.



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TABLE 2.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS,  
BY KIND OF BUSINESS AND GEOGRAPHIC AREA

ITEM	SEPTEMBER 1974	AUGUST 1974
	SALES (\$1,000)	SALES (\$1,000)
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA, UNITED STATES TOTAL <sup>1</sup> . . . . .	305,730	242,325
NEW ENGLAND . . . . .	27,126	19,731
MIDDLE ATLANTIC . . . . .	124,780	110,432
NEW YORK AND NEW JERSEY . . . . .	43,350	32,977
PENNSYLVANIA . . . . .	81,430	77,455
EAST NORTH CENTRAL . . . . .	100,581	71,224
ILLINOIS . . . . .	87,332	61,550
OHIO AND INDIANA . . . . .	9,883	6,104
MICHIGAN AND WISCONSIN . . . . .	3,366	3,570
WEST NORTH CENTRAL . . . . .	8,264	6,017
MINNESOTA, KANSAS, S. DAKOTA & NEBRASKA . . . . .	4,778	3,065
IOWA AND MISSOURI . . . . .	3,486	2,952
SOUTH ATLANTIC . . . . .	15,833	12,794
MARYLAND, DISTRICT OF COLUMBIA, VIRGINIA, WEST VIRGINIA, NORTH CAROLINA, AND SOUTH CAROLINA . . . . .	8,931	7,226
GEORGIA AND FLORIDA . . . . .	6,902	5,568
EAST SOUTH CENTRAL (KENTUCKY, TENNESSEE, ALABAMA, AND MISSISSIPPI) . . . . .	3,329	1,535
WEST SOUTH CENTRAL (ARKANSAS, LOUISIANA, OKLAHOMA, AND TEXAS) . . . . .	8,685	5,167
MOUNTAIN (ARIZONA, COLORADO, IDAHO, NEW MEXICO, AND UTAH) . . . . .	2,062	1,352
PACIFIC . . . . .	15,070	14,053
CALIFORNIA . . . . .	14,304	13,426
WASHINGTON AND OREGON . . . . .	766	627

<sup>1</sup>Excludes manufacturer-retailers.TABLE 3.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS,  
BY TYPE OF CONFECTIONERY

SIC CODE	TYPE OF PRODUCT	SEPTEMBER 1974		AUGUST 1974	
		QUANTITY THOUSAND POUNDS	VALUE THOUSAND DOLLARS	QUANTITY THOUSAND POUNDS	VALUE THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS (1) (2). . . . .	308,496	228,449	233,543	179,287
20053--	PACKAGE GOODS, TOTAL . . . . .	174,708	127,623	122,382	91,781
2060114	BAR GOODS. . . . .	68,947	57,771	60,555	54,355
2065201	5 CENT AND 10 CENT SPECIALTIES . . . . .	30,487	26,364	24,068	20,574
2060121	BULK GOODS, INCLUDING PENNY GOODS. . . . .	34,354	16,691	26,538	12,577

Note: The statistics in this table include from 3 to 5 percent estimation for nonresponse.

<sup>r</sup>Revised.

<sup>1</sup>Excludes manufacturer-retailers. <sup>2</sup>The data in this table are obtained from a sample panel of about 80 large confectionery manufacturers. This compares to a panel of about 250 respondents reporting the same product detail on the Annual Confectionery Survey. The monthly data are intended to reflect a trend of confectionery product sales whereas the annual provides an estimate of the absolute level of annual sales. An acceptable technique would be to prorate the monthly/annual difference, thereby retaining the existing month-to-month trend.

TABLE 1.--EXPORTS OF CONFECTIONERY PRODUCTS

Country to which exported	September 1974		August 1974		9 months through Sept. 1974	
	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)
Confectionery, except chewing gum, not containing cocoa (0620115)						
Total.....	1,482	801	1,413	725	14,396	7,058
Canada.....	582	310	614	319	5,680	2,653
Mexico.....	268	90	254	91	2,852	999
Panama.....	13	9	19	10	108	43
Bermuda.....	13	9	6	6	108	68
Bahamas.....	38	18	17	10	384	232
Haiti.....	30	15	10	3	88	44
Netherlands Antilles.....	80	47	34	25	591	339
Sweden.....	26	10	3	2	141	62
United Kingdom.....	64	16	88	26	549	201
Belgium.....	4	2	1	1	32	33
West Germany.....	14	16	22	28	133	111
Singapore.....	3	2	4	5	131	76
Indonesia.....	2	2	32	11	136	55
Hong Kong.....	53	38	5	6	383	221
Japan.....	82	71	26	17	1,024	688
Other.....	210	146	278	165	2,056	1,233
Confectionery containing cocoa or chocolate (0730020)						
Total.....	1,583	1,538	1,389	1,178	14,261	10,314
Canada.....	535	375	840	616	8,769	5,648
Mexico.....	16	16	33	16	427	278
Panama.....	12	8	33	24	462	278
Bermuda.....	2	1	5	4	130	96
Bahamas.....	15	14	23	16	285	213
United Kingdom.....	4	3	1	1	89	50
China T.....	1	2	-	-	40	29
Japan.....	853	945	251	302	2,959	2,757
Other.....	145	174	203	199	1,100	965

Note: Data in this table are taken from Foreign Trade publication FT 410 U.S. Exports. The Schedule B codes are: 0620115, confectionery not containing chocolate; 0730020, confectionery containing chocolate.

TABLE 5.--IMPORTS OF CONFECTIONERY PRODUCTS

Country of origin	September 1974		August 1974		9 months through Sept. 1974	
	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)
Chocolate, sweetened, except bars and blocks of 10 pounds or more (TSUSA codes 1563020 and 1563040)						
TOTAL.....	1,284	963	1,318	893	15,685	8,971
Canada.....	117	102	15	15	3,590	2,074
Dominican Republic.....	156	65	158	61	1,187	383
United Kingdom.....	528	268	495	274	6,147	3,014
Ireland.....	-	-	288	146	880	296
Netherlands.....	122	165	66	84	539	632
Belgium.....	-	-	40	40	481	299
West Germany.....	147	144	61	43	1,341	982
Switzerland.....	86	105	100	131	384	471
Italy.....	21	31	33	40	171	215
Israel.....	19	7	-	-	144	113
Other.....	88	76	62	59	821	492
Candy and other confectionery, n.e.s., not containing cocoa or chocolate (TSUSA code 1571020)						
TOTAL.....	9,322	5,126	8,637	4,404	76,620	34,527
Canada.....	467	217	615	244	3,631	1,328
Columbia.....	630	165	1,206	297	5,160	1,156
Argentina.....	739	242	714	192	6,686	1,816
Sweden.....	666	280	139	70	4,941	1,858
Finland.....	57	32	77	43	473	286
Denmark.....	425	219	90	46	3,160	1,284
United Kingdom.....	4,107	1,608	3,201	1,288	31,263	11,550
Netherlands.....	215	149	191	109	4,062	1,961
Belgium.....	131	85	87	109	1,297	1,081
West Germany.....	15	23	102	78	719	494
Austria.....	82	52	111	83	691	518
Switzerland.....	62	52	108	126	470	347
Poland.....	103	34	157	55	1,941	464
Spain.....	68	45	103	60	727	512
Italy.....	566	1,315	871	1,180	5,190	6,788
Yugoslavia.....	40	32	40	29	296	212
Israel.....	101	23	120	39	818	274
Hong Kong.....	81	61	113	101	599	451
Japan.....	32	34	39	44	364	380
Other.....	735	458	553	211	4,132	1,767
Candy and other confectionery, n.e.s., containing cocoa or chocolate (TSUSA code 1571040)						
TOTAL.....	3,414	3,152	2,274	1,802	19,474	13,948
Canada.....	1,031	943	323	274	3,192	2,485
Mexico.....	60	31	-	-	306	145
United Kingdom.....	1,481	1,151	1,588	1,195	11,680	7,783
Netherlands.....	14	22	45	45	342	199
France.....	3	8	14	13	29	36
West Germany.....	83	94	10	18	415	425
Switzerland.....	283	360	51	74	896	1,064
Italy.....	13	26	14	9	109	140
Israel.....	43	16	-	-	176	84
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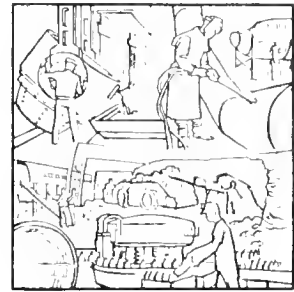


OFFICIAL BUSINESS



# Confectionery, Including Chocolate Products

October 1974



Issued December 1974

SERIES: M20C(74)-10

The statistics in table 1 of this publication are based on a survey of manufacturers and represent the entire U.S. sales of confectionery by manufacturing establishments. The data in table 2 are also complete except that manufacturer retailers are excluded. Estimates are included for establishments whose reports were not received in time for tabulation. A more complete description of the survey appears on pages 5 and 6.

TABLE 1.--SUMMARY OF MANUFACTURING SALES OF  
CONFECTIONERY: 1972 TO 1974

(Millions of dollars)

Month and year	Total <sup>1</sup> (seasonally adjusted)	Total <sup>1</sup> (unadjusted)
<b>1974</b>		
October.....	237	299
September.....	241	309
August.....	260	251
July.....	251	172
June.....	224	180
May.....	231	193
April.....	230	200
March.....	238	241
February.....	205	220
January.....	200	211
<b>1973</b>		
December.....	188	180
November.....	199	234
October.....	180	227
September.....	182	233
August.....	190	183
July.....	166	114
June.....	167	135
May.....	171	143
April.....	177	154
March.....	180	182
February.....	160	172
January.....	174	184
<b>1972</b>		
December.....	181	172
November.....	169	199
October.....	157	195

Note: The data shown in Tables 1 and 2 of this report include from 15 to 25 percent estimation for nonresponse and for small establishments excluded from the panel.

<sup>1</sup>Data include manufacturer-retailers. See "Explanation of Terms" on page 5.

Inquiries concerning these figures should be addressed to the U.S. Department of Commerce, Bureau of the Census, Industry Division, Washington, D.C. 20233.



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TABLE 2.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS,  
BY KIND OF BUSINESS AND GEOGRAPHIC AREA

ITEM	OCTOBER 1974	SEPTEMBER 1974
	SALES (\$1,000)	SALES (\$1,000)
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA, UNITED STATES TOTAL (1) . . . . .	287,721	297,855
NEW ENGLAND . . . . .	25,559	26,861
MIDDLE ATLANTIC . . . . .	128,166	119,888
NEW YORK AND NEW JERSEY . . . . .	38,648	38,429
PENNSYLVANIA . . . . .	89,518	81,459
EAST NORTH CENTRAL . . . . .	78,435	100,680
ILLINOIS . . . . .	65,395	86,371
OHIO AND INDIANA . . . . .	8,321	9,883
MICHIGAN AND WISCONSIN . . . . .	4,719	4,426
WEST NORTH CENTRAL . . . . .	8,801	8,264
MINNESOTA, KANSAS, S. DAKOTA, NEBRASKA . . . . .	4,646	4,778
IOWA AND MISSOURI . . . . .	4,155	3,486
SOUTH ATLANTIC . . . . .	14,703	12,440
MARYLAND, DISTRICT OF COLUMBIA, VIRGINIA, WEST VIRGINIA, NORTH CAROLINA, AND SOUTH CAROLINA . . . . .	5,424	5,114
GEORGIA AND FLORIDA . . . . .	9,279	7,326
EAST SOUTH CENTRAL (KENTUCKY, TENNESSEE, ALABAMA, AND MISSISSIPPI) . . . . .	5,120	3,329
WEST SOUTH CENTRAL (ARKANSAS, LOUISIANA, OKLAHOMA, AND TEXAS) . . . . .	8,428	8,705
MOUNTAIN (ARIZONA, COLORADO, IDAHO, NEW MEXICO, AND UTAH) . . . . .	3,044	2,062
PACIFIC . . . . .	15,465	15,626
CALIFORNIA . . . . .	14,284	14,575
WASHINGTON AND OREGON . . . . .	1,181	1,051

<sup>1</sup>Revised by five percent or more from previously published data.

<sup>2</sup>Excludes manufacturer-retailers.

TABLE 3.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS,  
BY TYPE OF CONFECTIONERY

PRODUCT CODE	TYPE OF PRODUCT	OCTOBER 1974		SEPTEMBER 1974	
		QUANTITY THOUSAND POUNDS	VALUE THOUSAND DOLLARS	QUANTITY THOUSAND POUNDS	VALUE THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS (1) (2) . . . . .	259,200	207,018	297,629	226,817
20553--	PACKAGE GOODS, TOTAL . . . . .	136,608	106,953	170,763	126,177
2060114	BAR GOODS . . . . .	73,451	65,081	70,233	59,011
2065201	5 CENT AND 10 CENT SPECIALTIES . . . . .	23,082	21,287	22,114	24,854
2060121	BULK GOODS, INCLUDING PENNY GOODS . . . . .	26,059	13,697	34,519	16,775

Note: The statistics in this table include from 3 to 5 percent estimation for nonresponse.

<sup>1</sup>Revised.

<sup>2</sup>Excludes manufacturer-retailers. <sup>3</sup>The data in this table are obtained from a sample panel of about 80 large confectionery manufacturers. This compares to a panel of about 250 respondents reporting the same product detail on the Annual Confectionery Survey. The monthly data are intended to reflect a trend of confectionery product sales whereas the annual provides an estimate of the absolute level of annual sales. An acceptable technique would be to prorate the monthly annual difference, thereby retaining the existing month-to-month trend.

TABLE 4.--EXPORTS OF CONFECTIONERY PRODUCTS

Country to which exported	October 1974		September 1974		10 months through Oct. 1974	
	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)
Confectionery, except chewing gum, not containing cocoa (0620115)						
Total.....	1,968	1,044	1,482	801	16,364	8,102
Canada.....	865	423	582	310	6,545	3,076
Mexico.....	396	144	268	90	3,248	1,143
Panama.....	37	28	13	9	145	71
Bermuda.....	27	23	13	9	135	91
Bahamas.....	33	24	38	18	417	256
Haiti.....	17	12	30	15	105	56
Netherlands Antilles.....	113	79	80	47	704	418
Sweden.....	8	3	26	10	149	65
United Kingdom.....	69	30	64	16	618	231
Belgium.....	5	1	4	2	37	37
West Germany.....	-	-	14	16	133	111
Singapore.....	8	3	3	2	139	79
Indonesia.....	13	9	2	2	149	64
Hong Kong.....	72	47	53	38	455	268
Japan.....	64	48	82	71	1,088	736
Other.....	241	167	210	146	2,297	1,400
Confectionery containing cocoa or chocolate (0730020)						
Total.....	2,351	2,054	1,583	1,538	16,612	12,368
Canada.....	1,216	892	535	375	9,985	6,540
Mexico.....	57	39	16	16	484	317
Panama.....	5	4	12	8	467	282
Bermuda.....	26	26	2	1	156	122
Bahamas.....	57	50	15	14	342	263
United Kingdom.....	2	3	4	3	91	53
China T.....	24	32	1	2	64	61
Japan.....	761	820	853	945	3,720	3,577
Other.....	203	188	145	174	1,303	1,153

Note: Data in this table are taken from Foreign Trade publication FT 410 U.S. Exports. The Schedule B codes are: 0620115, confectionery not containing chocolate; 0730020, confectionery containing chocolate.

- Represents zero.

TABLE 5.--IMPORTS OF CONFECTIONERY PRODUCTS

Country of origin	October 1974		September 1974		9 months through Sept. 1974	
	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)
Chocolate, sweetened, except bars and blocks of 10 pounds or more (TSUSA codes 1563020 and 1563040)						
TOTAL.....	(NA)	(NA)	1,284	963	15,685	8,971
Canada.....	(NA)	(NA)	117	102	3,590	2,074
Dominican Republic.....	(NA)	(NA)	156	65	1,187	383
United Kingdom.....	(NA)	(NA)	528	268	6,147	3,014
Ireland.....	(NA)	(NA)	-	-	880	296
Netherlands.....	(NA)	(NA)	122	165	539	632
Belgium.....	(NA)	(NA)	-	-	481	299
West Germany.....	(NA)	(NA)	147	144	1,341	982
Switzerland.....	(NA)	(NA)	86	105	384	471
Italy.....	(NA)	(NA)	21	31	171	215
Israel.....	(NA)	(NA)	19	7	144	113
Other.....	(NA)	(NA)	88	76	821	492
Candy and other confectionery, n.e.s., not containing cocoa or chocolate (TSUSA code 1571020)						
TOTAL.....	(NA)	(NA)	9,322	5,126	76,620	34,527
Canada.....	(NA)	(NA)	467	217	3,631	1,328
Columbia.....	(NA)	(NA)	630	165	5,160	1,156
Argentina.....	(NA)	(NA)	739	242	6,686	1,816
Sweden.....	(NA)	(NA)	666	280	4,941	1,858
Finland.....	(NA)	(NA)	57	32	473	286
Denmark.....	(NA)	(NA)	425	219	3,160	1,284
United Kingdom.....	(NA)	(NA)	4,107	1,608	31,263	11,550
Netherlands.....	(NA)	(NA)	215	149	4,062	1,961
Belgium.....	(NA)	(NA)	131	85	1,297	1,081
West Germany.....	(NA)	(NA)	15	23	719	494
Austria.....	(NA)	(NA)	82	52	691	518
Switzerland.....	(NA)	(NA)	62	52	470	347
Poland.....	(NA)	(NA)	103	34	1,941	464
Spain.....	(NA)	(NA)	68	45	727	512
Italy.....	(NA)	(NA)	566	1,315	5,190	6,788
Yugoslavia.....	(NA)	(NA)	40	32	296	212
Israel.....	(NA)	(NA)	101	23	818	274
Hong Kong.....	(NA)	(NA)	81	61	599	451
Japan.....	(NA)	(NA)	32	34	364	380
Other.....	(NA)	(NA)	735	458	4,132	1,767
Candy and other confectionery, n.e.s., containing cocoa or chocolate (TSUSA code 1571040)						
TOTAL.....	(NA)	(NA)	3,414	3,152	19,474	13,948
Canada.....	(NA)	(NA)	1,031	943	3,192	2,485
Mexico.....	(NA)	(NA)	60	31	306	145
United Kingdom.....	(NA)	(NA)	1,481	1,151	11,680	7,783
Netherlands.....	(NA)	(NA)	14	22	342	199
France.....	(NA)	(NA)	3	8	29	36
West Germany.....	(NA)	(NA)	83	94	415	425
Switzerland.....	(NA)	(NA)	283	360	896	1,064
Italy.....	(NA)	(NA)	13	26	109	140
Israel.....	(NA)	(NA)	43	16	176	84
Other.....	(NA)	(NA)	403	501	2,329	1,587

- Represents zero.

(NA) Not available.

n.e.s. Not elsewhere specified.

## DESCRIPTION OF SURVEY

The statistics in this publication were collected on Census Form M20C.1, "Monthly Confectionery Survey by Type of Confectionery," and Census Form M20C.2, "Monthly Confectionery Survey" from a sample of approximately 330 confectionery manufacturing establishments which account for approximately 90 percent of the total U.S. manufacturers' sales of confectionery products. The proportion estimated for the establishments which are not on the reporting panel varies by State and is based on their sales as reported in the 1967 Census of Manufactures.

The statistics presented in table 1 represent industry total sales figures which are based on the combined monthly sales totals reported by the panel and which include estimates.

Approximately 250 of the respondents are mailed Form M20C.2 on which the total monthly sales figure is the only item reported. The remaining establishments on the panel, which form a group of about 80 of the large manufacturer-wholesaler and chocolate-manufacturing concerns, report on Form M20C.1 on which detail by type of confectionery is requested in addition to the total sales figure. Aggregate figures for this group are presented in table 2. Comparison of table with the second column of table 1 shows that the respondents of Form M20C.1 account for 55 to 60 percent of the total estimated sales.

The current month's figures include estimates for respondents in the reporting panel whose reports were not received in time for tabulation as well as for small respondents excluded from the panel. Missing figures for companies in the reporting panel are imputed from the month-to-month movements shown by reporting firms. The overall imputation rate is generally limited to 25 percent, including about 10 percent for small respondents excluded from the monthly panel. Individual items with higher imputation rates are footnoted.

The imputation rate is not an explicit indicator of the potential error in published figures due to nonresponse, both because the actual monthly movements for nonrespondents may or may not closely agree with the imputed movements, and because the estimates for nonpanel cases may not reflect their current activity. The probable range of difference between the actual and imputed figures is unknown. The degree of uncertainty regarding the accuracy of the data, however, increases as the percentage of imputation increases. Figures with imputation rates above

25 percent, particularly, should be used with caution.

Statistics for previous months may be revised, due to receipt of corrected data from respondents, including late reports for which estimates were made, and other corrections. Figures which were revised significantly are indicated by footnotes.

## REPORTING PERIOD ADJUSTMENT

Beginning January 1971 the data were adjusted for number of working days in the reporting period to compensate for differences in individual company reporting patterns (i.e., calendar month, 4-week, 5-week periods). Based on a study of large confectionery manufacturers, it has been determined that the calendar month accounting system prevails in the industry. Hence, adjustments have been made to those reporting on other than a calendar month basis.

## SEASONAL ADJUSTMENT

This report presents seasonally adjusted data in table 1. The seasonal adjustment program largely eliminates the effect of normal seasonal variations (including variations due to vacations, weather, etc.) as measured over the time period for which the data were used. The resulting information thus provides a better measure than the original data of the month-to-month variations which are due to factors that are not associated with a repetitive seasonal pattern. This program is amply described in the literature on this method.

## RELATED REPORTS

An annual Current Industrial Report which includes only summary data is published in this series. This report consists partly of totals from the monthly reports and partly of data obtained as the result of a joint survey by the Bureau of the Census and Bureau of Domestic Commerce. In this joint undertaking, various statistics on confectionery are collected on Census Form MA-20D. The results of the survey are published in detail in a report entitled, "Confectionery Manufacturers, Sales and Distribution" published by the Bureau of Domestic Commerce.

## EXPLANATION OF TERMS

Manufacturer - wholesalers--Confectionery manufacturing establishments which sell primarily to wholesalers or retailers. This category includes chocolate manufacturers.

Manufacturer-retailers--Confectionery manufacturing establishments which sell primarily through their own retail outlets. Establishments which have only one retail outlet are not classified in manufacturing.

Sales--Manufacturer-wholesaler and chocolate-manufacturer sales represent f.o.b. plant value and exclude resales of goods purchased from other manufacturers or received from other plants of the reporting company.

Sales of manufacturer-retailers represent the value of goods transferred to retail outlets; they are approximately the commercial wholesale sales value and not the retail price to the consumer.

Products--In this survey, data are collected only for consumer type confectionery goods. Such data exclude cough drops, medicated candy, chewing gum, roasted peanuts, unsweetened popcorn, and fountain syrup.

Bar goods--Bar goods includes plain, coated and molded bars with or without nuts which are wrapped with not more than two pieces to the individual consumer-unit; the consumer-units are retailed separately or in economy packages.

Bulk goods--Bulk goods includes penny goods, hard candies, coated nuts, peanut brittle, unpackaged chocolates, etc., usually wholesaled in containers over 5 pounds and weighted out by the retailer to be sold by the pound or fraction thereof.

5-cent and 10-cent specialties--These are confectionery items of more than two pieces to the individual consumer-unit and novelty items, intended to retail at the above prices. Rolls or packets of mints, fruit drops, holiday novelties, candy toys and similar types of confections are included but cough drops and chewing gum are excluded.

Packaged goods--This includes assorted chocolate and other confections packaged in consumer-type boxes, bags, window-boxes, etc., designed to retail at \$1 or more, 50 cents to 99 cents, and less than 50 cents per pound. Miniature bars are included here as are packages of marshmallows, sugar coated popcorn, and similar packaged confections.

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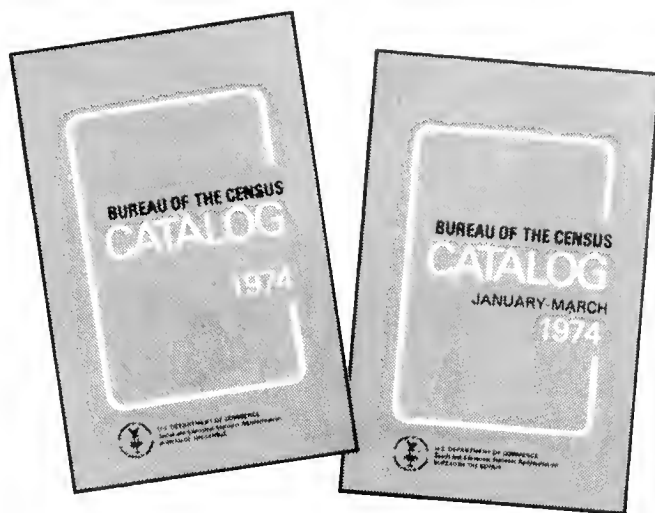
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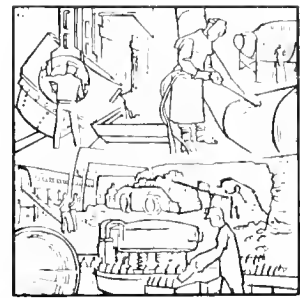


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# CURRENT INDUSTRIAL REPORTS

## Confectionery, Including Chocolate Products

November 1974



Issued January 1975

SERIES: M20C(74)-11

The statistics in table 1 of this publication are based on a survey of manufacturers and represent the entire U.S. sales of confectionery by manufacturing establishments. The data in table 2 are also complete except that manufacturer retailers are excluded. Estimates are included for establishments whose reports were not received in time for tabulation. A more complete description of the survey appears on pages 5 and 6.

TABLE 1.--SUMMARY OF MANUFACTURERS' NET SALES OF  
CONFECTIONERY: 1972 TO 1974

(Millions of dollars)

Month and year	Total <sup>1</sup> (seasonally adjusted)	Total <sup>1</sup> (unadjusted)
1974		
November.....	221	260
October.....	244	309
September.....	241	309
August.....	260	251
July.....	251	172
June.....	224	180
May.....	231	193
April.....	230	200
March.....	238	241
February.....	205	220
January.....	200	211
1973		
December.....	188	180
November.....	199	234
October.....	180	227
September.....	182	233
August.....	190	183
July.....	166	114
June.....	167	135
May.....	171	143
April.....	177	154
March.....	180	182
February.....	160	172
January.....	174	184
1972		
December.....	181	172
November.....	169	199

Note: The data shown in Tables 1 and 2 of this report include from 15 to 25 percent estimation for nonresponse and for small establishments excluded from the panel.

<sup>1</sup>Data include manufacturer-retailers. See "Explanation of Terms" on page 5.

Inquiries concerning these figures should be addressed to the U.S. Department of Commerce, Bureau of the Census, Industry Division, Washington, D.C. 20233.



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TABLE 2.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS,  
BY KIND OF BUSINESS AND GEOGRAPHIC AREA

ITEM	NOVEMBER 1974	OCTOBER 1974
	SALES (\$1,000)	SALES (\$1,000)
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA, UNITED STATES TOTAL (1) . . . . .	238,813	297,246
NEW ENGLAND . . . . .	21,125	25,559
MIDDLE ATLANTIC . . . . .	91,877	130,511
NEW YORK AND NEW JERSEY . . . . .	32,215	40,565
PENNSYLVANIA . . . . .	59,662	89,946
EAST NORTH CENTRAL . . . . .	61,501	78,874
ILLINOIS . . . . .	48,165	65,844
OHIO AND INDIANA . . . . .	10,022	8,321
MICHIGAN AND WISCONSIN . . . . .	3,314	4,709
WEST NORTH CENTRAL . . . . .	14,199	8,801
MINNESOTA, KANSAS, S. DAKOTA NEBRASKA . . . . .	10,427	4,646
IOWA AND MISSOURI . . . . .	3,772	4,155
SOUTH ATLANTIC . . . . .	19,883	<sup>F</sup> 19,401
MARYLAND, DISTRICT OF COLUMBIA, VIRGINIA, WEST VIRGINIA, NORTH CAROLINA, AND SOUTH CAROLINA . . . . .	11,926	5,509
GEORGIA AND FLORIDA . . . . .	7,957	<sup>F</sup> 13,892
EAST SOUTH CENTRAL (KENTUCKY, TENNESSEE, ALABAMA, AND MISSISSIPPI) . . . . .	3,862	<sup>F</sup> 6,469
WEST SOUTH CENTRAL (ARKANSAS, LOUISIANA, OKLAHOMA, AND TEXAS) . . . . .	7,890	8,547
MOUNTAIN (ARIZONA, COLORADO, IDAHO, NEW MEXICO, AND UTAH) . . . . .	5,258	3,044
PACIFIC . . . . .	13,218	16,040
CALIFORNIA . . . . .	11,988	14,604
WASHINGTON AND OREGON . . . . .	1,230	1,436

<sup>F</sup>Revised by five percent or more from previously published data.<sup>1</sup>Excludes manufacturer-retailers.TABLE 3.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS,  
BY TYPE OF CONFECTIONERY

PRODUCT CODE	TYPE OF PRODUCT	NOVEMBER 1974		OCTOBER 1974	
		QUANTITY THOUSAND POUNDS	VALUE THOUSAND DOLLARS	QUANTITY THOUSAND POUNDS	VALUE THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS (1) (2) . . . . .	198,582	157,254	259,875	208,349
20053--	PACKAGE GOODS, TOTAL . . . . .	107,907	85,137	136,914	107,578
2060114	BAR GOODS . . . . .	47,807	42,563	73,338	65,310
2065201	5 CENT AND 10 CENT SPECIALTIES . . . . .	17,007	16,176	23,296	21,510
2060121	BULK GOODS, INCLUDING PENNY GOODS . . . . .	25,861	13,378	26,327	13,951

Note: The statistics in this table include from 3 to 5 percent estimation for nonresponse.

<sup>1</sup>Excludes manufacturer-retailers. <sup>2</sup>The data in this table are obtained from a sample panel of about 80 large confectionery manufacturers. This compares to a panel of about 250 respondents reporting the same product detail on the Annual Confectionery Survey. The monthly data are intended to reflect a trend of confectionery product sales whereas the annual provides an estimate of the absolute level of annual sales. An acceptable technique would be to prorate the monthly annual difference, thereby retaining the existing month-to-month trend.

TABLE 4.--EXPORTS OF CONFECTIONERY PRODUCTS

Country to which exported	November 1974		October 1974		11 months through Nov. 1974	
	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)
Confectionery, except chewing gum, not containing cocoa (0620115)						
Total.....	1,310	801	1,968	1,044	17,674	8,903
Canada.....	509	276	865	423	7,054	3,352
Mexico.....	288	167	396	144	3,536	1,310
Panama.....	8	7	37	28	153	78
Bermuda.....	11	12	27	23	146	103
Bahamas.....	35	21	33	24	452	277
Saiti.....	1	1	17	12	106	57
Netherlands Antilles.....	7	5	113	79	711	423
Sweden.....	36	18	8	3	185	83
United Kingdom.....	33	47	69	30	651	278
Belgium.....	1	1	5	4	38	38
West Germany.....	38	38	-	-	171	149
Singapore.....	5	4	8	3	144	83
Indonesia.....	2	2	13	9	151	66
Hoog Kong.....	21	19	72	47	476	287
Japan.....	34	38	64	48	1,122	774
Other.....	281	145	241	167	2,578	1,545
Confectionery containing cocoa or chocolate (0730020)						
Total.....	1,591	1,204	2,351	2,054	18,203	13,572
Canada.....	953	625	1,216	892	10,938	7,165
Mexico.....	136	91	57	39	620	408
Panama.....	6	10	5	4	473	292
Bermuda.....	4	7	26	26	160	129
Bahamas.....	11	12	57	50	353	275
United Kingdom.....	3	3	2	3	94	56
China T.....	-	-	24	32	64	61
Japan.....	326	303	761	820	4,046	3,880
Other.....	152	153	203	188	1,455	1,306

Note: Data in this table are taken from Foreign Trade publication FT 410 U.S. Exports. The Schedule 8 codes are: 0620115, confectionery not containing chocolate; 0730020, confectionery containing chocolate.

TABLE 5.--IMPORTS OF CONFECTIONERY PRODUCTS

Country of origin	November 1974		October 1974		10 months through Oct. 1974	
	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)
Chocolate, sweetened, except bars and blocks of 10 pounds or more (TSUSA codes 1563020 and 1563040)						
TOTAL.....	(NA)	(NA)	1,925	1,389	17,610	10,360
Canada.....	(NA)	(NA)	308	325	3,898	2,399
Dominican Republic.....	(NA)	(NA)	135	56	1,322	439
United Kingdom.....	(NA)	(NA)	834	430	6,981	3,444
Ireland.....	(NA)	(NA)	160	91	1,040	387
Netherlands.....	(NA)	(NA)	39	42	578	674
Belgium.....	(NA)	(NA)	140	126	621	425
West Germany.....	(NA)	(NA)	74	120	1,415	1,102
Switzerland.....	(NA)	(NA)	52	61	436	532
Italy.....	(NA)	(NA)	71	35	242	250
Israel.....	(NA)	(NA)	34	46	178	159
Other.....	(NA)	(NA)	78	57	899	549
Candy and other confectionery, n.e.s., not containing cocoa or chocolate (TSUSA code 1571020)						
TOTAL.....	(NA)	(NA)	10,735	5,796	87,355	40,323
Canada.....	(NA)	(NA)	305	134	3,936	1,462
Columbia.....	(NA)	(NA)	1,396	360	6,556	1,516
Argentina.....	(NA)	(NA)	690	223	7,376	2,039
Sweden.....	(NA)	(NA)	606	264	5,547	2,122
Finland.....	(NA)	(NA)	162	111	635	397
Denmark.....	(NA)	(NA)	283	158	3,443	1,442
United Kingdom.....	(NA)	(NA)	4,229	1,696	35,492	13,246
Netherlands.....	(NA)	(NA)	433	216	4,495	2,177
Belgium.....	(NA)	(NA)	50	41	1,347	1,122
West Germany.....	(NA)	(NA)	37	32	756	526
Austria.....	(NA)	(NA)	78	59	769	577
Switzerland.....	(NA)	(NA)	16	14	486	361
Poland.....	(NA)	(NA)	296	105	2,237	569
Spain.....	(NA)	(NA)	384	716	1,111	1,228
Italy.....	(NA)	(NA)	584	1,165	5,774	7,953
Yugoslavia.....	(NA)	(NA)	56	41	352	253
Israel.....	(NA)	(NA)	61	19	879	293
Hong Kong.....	(NA)	(NA)	126	81	725	532
Japan.....	(NA)	(NA)	29	32	393	412
Other.....	(NA)	(NA)	914	329	5,046	2,096
Candy and other confectionery, n.e.s., containing cocoa or chocolate (TSUSA code 1571040)						
TOTAL.....	(NA)	(NA)	4,096	3,630	23,570	17,578
Canada.....	(NA)	(NA)	1,517	1,348	4,709	3,833
Mexico.....	(NA)	(NA)	4	2	310	147
United Kingdom.....	(NA)	(NA)	1,654	1,220	13,334	9,003
Netherlands.....	(NA)	(NA)	23	29	365	228
France.....	(NA)	(NA)	4	8	33	44
West Germany.....	(NA)	(NA)	285	276	700	701
Switzerland.....	(NA)	(NA)	171	211	1,067	1,275
Italy.....	(NA)	(NA)	70	123	179	263
Israel.....	(NA)	(NA)	6	4	182	88
Other.....	(NA)	(NA)	362	109	2,691	1,996

(NA) Not available.

n.e.s. Not elsewhere specified.

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## SEASONAL ADJUSTMENT

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## RELATED REPORTS

An annual Current Industrial Report which includes only summary data is published in this series. This report consists partly of totals from the monthly reports and partly of data obtained as the result of a joint survey by the Bureau of the Census and Bureau of Domestic Commerce. In this joint undertaking, various statistics on confectionery are collected on Census Form MA-20D. The results of the survey are published in detail in a report entitled, "Confectionery Manufacturers, Sales and Distribution" published by the Bureau of Domestic Commerce.

## EXPLANATION OF TERMS

Manufacturer - wholesalers--Confectionery manufacturing establishments which sell primarily to wholesalers or retailers. This category includes chocolate manufacturers.

Manufacturer-retailers--Confectionery manufacturing establishments which sell primarily through their own retail outlets. Establishments which have only one retail outlet are not classified in manufacturing.

Sales--Manufacturer-wholesaler and chocolate-manufacturer sales represent f.o.b. plant value and exclude resales of goods purchased from other manufacturers or received from other plants of the reporting company.

Sales of manufacturer-retailers represent the value of goods transferred to retail outlets; they are approximately the commercial wholesale sales value and not the retail price to the consumer.

Products--In this survey, data are collected only for consumer type confectionery goods. Such data exclude cough drops, medicated candy, chewing gum, roasted peanuts, unsweetened popcorn, and fountain syrup.

Bar goods--Bar goods includes plain, coated and molded bars with or without nuts which are wrapped with not more than two pieces to the individual consumer-unit; the consumer-units are retailed separately or in economy packages.

Bulk goods--Bulk goods includes penny goods, hard candies, coated nuts, peanut brittle, unpackaged chocolates, etc., usually wholesaled in containers over 5 pounds and weighted out by the retailer to be sold by the pound or fraction thereof.

5-cent and 10-cent specialties--These are confectionery items of more than two pieces to the individual consumer-unit and novelty items, intended to retail at the above prices. Rolls or packets of mints, fruit drops, holiday novelties, candy toys and similar types of confections are included but cough drops and chewing gum are excluded.

Packaged goods--This includes assorted chocolate and other confections packaged in consumer-type boxes, bags, window-boxes, etc., designed to retail at \$1 or more, 50cents to 99 cents, and less than 50 cents per pound. Miniature bars are included here as are packages of marshmallows, sugar coated popcorn, and similar packaged confections.



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# Confectionery, Including Chocolate Products

December 1974



Issued February 1975

SERIES: M20C(74)-12

The statistics in table 1 of this publication are based on a survey of manufacturers and represent the entire U.S. sales of confectionery by manufacturing establishments. The data in table 2 are also complete except that manufacturer retailers are excluded. Estimates are included for establishments whose reports were not received in time for tabulation. A more complete description of the survey appears on pages 5 and 6.

TABLE 1.--SUMMARY OF MANUFACTURERS' NET SALES OF  
CONFECTIONERY: 1972 TO 1974

(Millions of dollars)

Month and year	Total <sup>1</sup> (seasonally adjusted)	Total <sup>1</sup> (unadjusted)
1974		
December.....	221	212
November.....	225	265
October.....	244	309
September.....	241	309
August.....	260	251
July.....	251	172
June.....	224	180
May.....	231	193
April.....	230	200
March.....	238	241
February.....	205	220
January.....	200	211
1973		
December.....	188	180
November.....	199	234
October.....	180	227
September.....	182	
August.....	190	
July.....	166	114
June.....	167	135
May.....	171	143
April.....	177	154
March.....	180	182
February.....	160	172
January.....	174	184
1972		
December.....	181	172

Note: The data shown in Tables 1 and 2 of this report include from 15 to 25 percent estimation for nonresponse and for small establishments excluded from the panel.

<sup>1</sup>Data include manufacturer-retailers. See "Explanation of Terms" on page 5.

Inquiries concerning these figures should be addressed to the U.S. Department of Commerce, Bureau of the Census, Industry Division, Washington, D.C. 20233.



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TABLE 2.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS,  
BY KIND OF BUSINESS AND GEOGRAPHIC AREA

ITEM	DECEMBER 1974	NOVEMBER 1974
	SALES (\$1,000)	SALES (\$1,000)
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA, UNITED STATES TOTAL (1) . . . . .	185,673	244,721
NEW ENGLAND . . . . .	16,177	21,112
MIDDLE ATLANTIC . . . . .	80,351	<sup>r</sup> 100,987
NEW YORK AND NEW JERSEY . . . . .	23,733	<sup>r</sup> 32,009
PENNSYLVANIA . . . . .	56,618	<sup>r</sup> 68,978
EAST NORTH CENTRAL . . . . .	45,904	57,722
ILLINOIS . . . . .	36,006	44,426
OHIO AND INDIANA . . . . .	6,933	10,022
MICHIGAN AND WISCONSIN . . . . .	2,965	3,274
WEST NORTH CENTRAL . . . . .	8,886	14,062
MINNESOTA, KANSAS, S. DAKOTA NEBRASKA . . . . .	6,520	10,427
IOWA AND MISSOURI . . . . .	2,366	3,635
SOUTH ATLANTIC . . . . .	11,649	19,877
MARYLAND, DISTRICT OF COLUMBIA, VIRGINIA, WEST VIRGINIA, NORTH CAROLINA, AND SOUTH CAROLINA . . . . .	7,430	11,920
GEORGIA AND FLORIDA . . . . .	4,219	7,957
EAST SOUTH CENTRAL (KENTUCKY, TENNESSEE, ALABAMA, AND MISSISSIPPI) . . . . .	2,482	<sup>r</sup> 4,187
WEST SOUTH CENTRAL (ARKANSAS, LOUISIANA, OKLAHOMA, AND TEXAS) . . . . .	6,343	8,215
MOUNTAIN (ARIZONA, COLORADO, IDAHO, NEW MEXICO, AND UTAH) . . . . .	3,348	5,289
PACIFIC . . . . .	10,533	13,270
CALIFORNIA . . . . .	9,383	<sup>r</sup> 11,788
WASHINGTON AND OREGON . . . . .	1,150	<sup>r</sup> 1,482

<sup>r</sup>Revised by 5 percent or more from previously published data.<sup>1</sup>Excludes manufacturer-retailers.TABLE 3.--POUNDAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS,  
BY TYPE OF CONFECTIONERY

PRODUCT CODE	TYPE OF PRODUCT	DECEMBER 1974		NOVEMBER 1974	
		QUANTITY THOUSAND POUNDS	VALUE THOUSAND DOLLARS	QUANTITY THOUSAND POUNDS	VALUE THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS (1) (2) . . . . .	150,606	132,980	199,788	164,131
20053--	PACKAGE GOODS, TOTAL . . . . .	78,716	67,994	114,477	93,783
2060114	BAR GOODS . . . . .	43,457	41,205	45,973	41,767
2065201	5 CENT AND 10 CENT SPECIALTIES <sup>3</sup> . . . . .	15,072	15,621	<sup>r</sup> 16,894	16,193
2060121	BULK GOODS, INCLUDING PENNY GOODS . . . . .	13,361	8,160	<sup>r</sup> 22,444	12,388

Note: The statistics in this table include from 3 to 5 percent estimation for nonresponse.

<sup>1</sup>Excludes manufacturer-retailers. <sup>2</sup>The data in this table are obtained from a sample panel of about 80 large confectionery manufacturers. This compares to a panel of about 250 respondents reporting the same product detail on the Annual Confectionery Survey. The monthly data are intended to reflect a trend of confectionery product sales whereas the annual provides an estimate of the absolute level of annual sales. An acceptable technique would be to prorate the monthly annual difference, thereby retaining the existing month-to-month trend. <sup>3</sup>A review of reports indicate that 15 cent specialties are also included in this category.

TABLE 1.--EXPORTS OF CONFECTIONERY PRODUCTS

Country to which exported	December 1971		November 1971		12 months through Dec. 1971	
	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)
Confectionery, except chewing gum, not containing cocoa (0620115)						
TOTAL.....	1,610	911	1,310	801	19,311	9,817
Canada.....	514	259	509	276	7,568	3,611
Mexico.....	196	181	288	167	1,032	1,194
Panama.....	-	-	8	7	153	78
Bermuda.....	10	6	11	12	156	109
Bahamas.....	31	31	35	21	483	308
Haiti.....	3	2	1	1	109	59
Netherlands Antilles.....	29	23	7	5	740	446
Sweden.....	27	29	36	18	212	112
United Kingdom.....	52	32	33	47	703	310
Belgium.....	(2)	1	1	1	38	39
West Germany.....	28	29	38	38	199	178
Singapore.....	2	1	5	4	146	81
Indonesia.....	-	-	2	2	151	66
Hong Kong.....	74	58	21	19	550	345
Japan.....	79	57	34	38	1,201	831
Other.....	295	202	281	145	2,873	1,747
Confectionery containing cocoa or chocolate (0730020)						
TOTAL.....	1,404	1,026	1,591	1,204	19,607	14,598
Canada.....	915	632	953	625	11,853	7,797
Mexico.....	96	84	136	91	716	492
Panama.....	64	80	6	10	537	372
Bermuda.....	8	10	4	7	168	139
Bahamas.....	29	25	11	12	382	300
United Kingdom.....	3	2	3	3	97	58
China T.....	2	2	-	-	66	63
Japan.....	212	122	326	303	1,258	1,002
Other.....	75	69	152	153	1,530	1,375

Note: Data in this table are taken from Foreign Trade publication FT 110 U.S. Exports. The Schedule 8 codes are: 0620115, confectionery not containing chocolate; 0730020, confectionery containing chocolate.

- Represents zero.

(2) Represents less than 1,000 lbs.

TABLE 5.--IMPORTS OF CONFECTIONERY PRODUCTS

Country of origin	December 1974		November 1974		12 months through Dec. 1974	
	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)	Quantity (1,000 lbs.)	Value (\$1,000)
Chocolate, sweetened, except bars and blocks of 10 pounds or more (TSUSA codes 1563020 and 1563040)						
TOTAL.....	2,549	1,799	1,988	1,866	22,147	14,025
Canada.....	206	232	286	307	4,390	2,938
Dominican Republic.....	270	115	90	307	1,682	861
United Kingdom.....	921	449	423	259	8,325	4,152
Ireland.....	-	-	250	143	1,290	530
Netherlands.....	82	110	123	167	783	951
Belgium.....	351	287	171	179	1,143	891
West Germany.....	445	382	506	352	2,366	1,836
Switzerland.....	31	46	25	35	492	613
Italy.....	-	-	52	58	294	308
Israel.....	94	94	29	28	301	281
Other.....	149	84	33	31	1,081	664
Candy and other confectionery, n.e.s., not containing cocoa or chocolate (TSUSA code 1571020)						
TOTAL.....	12,240	6,532	9,718	6,174	109,313	53,029
Canada.....	221	112	303	199	4,460	1,773
Columbia.....	844	226	830	219	8,230	1,961
Argentina.....	724	280	334	118	8,434	2,437
Sweden.....	484	214	510	229	6,541	2,565
Finland.....	107	82	37	24	779	503
Denmark.....	320	166	366	203	4,129	1,811
United Kingdom.....	5,430	2,474	3,521	1,507	44,443	17,227
Netherlands.....	497	261	250	147	5,242	2,585
Belgium.....	84	49	68	42	1,499	1,213
West Germany.....	222	176	189	161	1,167	863
Austria.....	232	178	144	109	1,145	864
Switzerland.....	15	20	59	76	560	457
Poland.....	176	57	157	47	2,570	673
Spain.....	165	203	684	1,088	1,960	2,519
Italy.....	483	826	649	1,031	6,906	9,810
Yugoslavia.....	43	32	50	37	445	322
Israel.....	259	81	33	11	1,171	385
Hong Kong.....	118	81	256	91	1,099	704
Japan.....	32	43	43	49	468	504
Other.....	1,784	971	1,235	786	8,065	3,853
Candy and other confectionery, n.e.s., containing cocoa or chocolate (TSUSA code 1571040)						
TOTAL.....	3,366	2,652	3,149	2,770	30,085	23,000
Canada.....	512	400	1,021	892	6,242	5,125
Mexico.....	66	33	-	-	376	180
United Kingdom.....	1,700	1,280	1,404	1,119	16,438	11,402
Netherlands.....	116	93	66	44	547	365
France.....	2	4	1	2	36	48
West Germany.....	185	181	192	172	1,077	1,054
Switzerland.....	109	181	83	149	1,259	1,605
Italy.....	42	90	143	228	364	581
Israel.....	107	49	44	13	333	150
Other.....	527	341	195	153	3,413	2,490

- Represents zero.

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This report presents seasonally adjusted data in table 1. The seasonal adjustment program largely eliminates the effect of normal seasonal variations (including variations due to vacations, weather, etc.) as measured over the time period for which the data were used. The resulting information thus provides a better measure than the original data of the month-to-month variations which are due to factors that are not associated with a repetitive seasonal pattern. This program is amply described in the literature on this method.

### RELATED REPORTS

An annual Current Industrial Report which includes only summary data is published in this series. This report consists partly of totals from the monthly reports and partly of data obtained as the result of a joint survey by the Bureau of the Census and Bureau of Domestic Commerce. In this joint undertaking, various statistics on confectionery are collected on Census Form MA-20D. The results of the survey are published in detail in a report entitled, "Confectionery Manufacturers, Sales and Distribution" published by the Bureau of Domestic Commerce.

### EXPLANATION OF TERMS

Manufacturer - wholesalers--Confectionery manufacturing establishments which sell primarily to wholesalers or retailers. This category includes chocolate manufacturers.

Manufacturer-retailers--Confectionery manufacturing establishments which sell primarily through their own retail outlets. Establishments which have only one retail outlet are not classified in manufacturing.

Sales--Manufacturer-wholesaler and chocolate-manufacturer sales represent f.o.b. plant value and exclude resales of goods purchased from other manufacturers or received from other plants of the reporting company.

Sales of manufacturer-retailers represent the value of goods transferred to retail outlets; they are approximately the commercial wholesale sales value and not the retail price to the consumer.

Products--In this survey, data are collected only for consumer type confectionery goods. Such data exclude cough drops, medicated candy, chewing gum, roasted peanuts, unsweetened popcorn, and fountain syrup.

Bar goods--Bar goods includes plain, coated and molded bars with or without nuts which are wrapped with not more than two pieces to the individual consumer-unit; the consumer-units are retailed separately or in economy packages.

Bulk goods--Bulk goods includes penny goods, hard candies, coated nuts, peanut brittle, unpackaged chocolates, etc., usually wholesaled in containers over 5 pounds and weighted out by the retailer to be sold by the pound or fraction thereof.

5-cent and 10-cent specialties--These are confectionery items of more than two pieces to the individual consumer-unit and novelty items, intended to retail at the above prices. Rolls or packets of mints, fruit drops, holiday novelties, candy toys and similar types of confections are included but cough drops and chewing gum are excluded.

Packaged goods--This includes assorted chocolate and other confections packaged in consumer-type boxes, bags, window-boxes, etc., designed to retail at \$1 or more, 50 cents to 99 cents, and less than 50 cents per pound. Miniature bars are included here as are packages of marshmallows, sugar coated popcorn, and similar packaged confections.

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56. 216:

## CURRENT INDUSTRIAL REPORTS

# Confectionery, Including Chocolate Products

### Summary for 1974



Issued May 1975

Series: M20C(74)-13

#### COVERAGE

Statistics in this publication are estimated industry totals based on monthly reports on Census Forms M20C.1 and M20C.2 from approximately 330 manufacturers of confectionery and competitive chocolate products. The data from these respondents account for about 90 percent of the total U.S. manufacturers' sales of confectionery products. The proportion estimated for the establishments which are not on the reporting panel varies by State and is based on their sales as reported in the 1967 Census of Manufacturers. In addition, detailed annual reports on sales by type of confectionery, ingredients used, and sales by class of customer were collected on an annual basis on Census Form MA-20D from a reporting panel of large establishments.

This report is the result of a joint effort by the Bureau of Competitive Assessment and Business Policy and the Bureau of the Census and includes only

summary data. More detailed statistics, based on the annual survey, appear in the report entitled "Confectionery Manufacturers' Sales and Distribution, 1974" published by the Bureau of Competitive Assessment and Business Policy.

#### TRADING-DAY FACTORS

Variation in the rate of activity that arises from the existence of different numbers of trading days in the same month for different years can be an important cause of month-to-month irregular fluctuations. Unlike some other causes of irregular fluctuations such as unexpected economic developments, unusual weather, and statistical errors, trading-day irregularities can be approximately identified and removed so that the underlying trend cycle stands out more clearly. Hence, it is often possible to reduce the irregular factor by a trading-day adjustment.

Inquiries concerning these figures should be addressed to the U.S. Department of Commerce, Bureau of the Census, Industry Division, Washington, D.C. 20233.



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For sale by the Subscriber Services Section (Publications), Social and Economic Statistics Administration, Washington, D.C. 20233 or any Department of Commerce District Office. Price: 15 cents per copy, \$1.50 per year.

Table 1A.--SUMMARY OF MANUFACTURERS' SALES OF CONFECTIONERY PRODUCTS: 1962 TO 1974

(In millions)

Year	Pounds	Value	Per capita consumption <sup>1</sup> (pounds)	Year	Pounds	Value	Per capita consumption <sup>1</sup> (pounds)
1974.....	3,651	2,771	17.8	1967.....	3,769	1,645	19.6
1973.....	3,807	2,141	18.6	1966.....	3,668	1,544	19.2
1972.....	3,793	1,976	18.8	1965.....	3,474	1,429	18.2
1971.....	3,870	1,974	19.3	1964.....	3,403	1,395	18.2
1970.....	3,938	1,910	19.9	1963.....	3,269	1,319	17.7
1969.....	3,968	1,870	20.2	1962.....	3,121	1,251	17.1
1968.....	3,907	1,756	20.3				

Note Includes all known producers of confectionery and competitive chocolate products, except retail confectioners with a single location. From 15 to 25 percent of the data are estimated for nonresponse and for small establishments excluded from the panel.

<sup>1</sup>Production plus imports minus exports divided by population, including Armed Forces abroad, as of July 1. Source of population data U.S. Bureau of the Census, "Current Population Reports," Series P-25.

Table 1B.--QUANTITY AND VALUE OF SHIPMENTS OF CONFECTIONERY PRODUCTS: 1974, 1973 AND 1972

(Quantity in millions of pounds; value in millions of dollars)

Census product class code	Class of products	CIR series MA-20D, 1974		CIR series MA-20D, 1973		1972 Census of Manufactures <sup>1</sup>	
		Quantity	Value	Quantity	Value	Quantity	Value
	TOTAL.....	3,651.4	2,771.0	3,806.8	2,141.0	3,877.4	1,997.4
	Not reported.....	443.4	441.6	307.0	223.1	(X)	(X)
	Reported.....	3,208.0	2,329.4	3,499.8	1,917.8	3,877.4	1,997.4
20651	Bar goods.....	938.3	737.1	1,062.3	633.0	1,173.2	692.8
20652	5- and 10-cent specialties.....	333.3	244.1	370.2	215.0	437.9	243.9
20653	Package goods made to retail at:						
	\$1.00 or more per pound.....	620.9	704.9	291.3	338.5	1,669.8	848.8
	\$0.50 to \$0.99 per pound.....	439.0	256.0	693.8	374.7		
	Less than \$0.50 per pound.....	471.6	188.2	601.8	181.3		
20654	Bulk goods.....	292.7	141.2	330.3	115.9	422.1	<sup>1</sup> 144.4
20655	Penny goods.....	112.2	57.9	150.1	59.5	174.3	67.5

(X) Not applicable.

<sup>1</sup>Quantity estimates for the not reported category are derived from reports of respondents reporting both quantity and value on a geographical basis. For 1973, these reports accounted for approximately 90 percent of the total confectionery manufacturers sales whereas in 1974 these reports accounted for 88 percent of total sales. For further information, see footnote 1, table 4.

Table 2.--VALUE OF MANUFACTURERS' SALES OF CONFECTIONERY PRODUCTS, BY MONTH: 1974 AND 1973

(Millions of dollars)

Month	1974		1973	
	Seasonally adjusted	Unadjusted	Seasonally adjusted	Unadjusted
TOTAL.....	(X)	2,771	(X)	2,141
January.....	198	211	172	184
February.....	214	220	167	172
March.....	236	241	175	182
April.....	221	200	177	154
May.....	231	193	171	143
June.....	234	180	170	135
July.....	248	172	168	114
August.....	250	251	181	183
September.....	242	309	183	233
October.....	245	309	180	227
November.....	223	265	196	234
December.....	230	220	193	180

(X) Not applicable.

Table 3.--MANUFACTURERS' SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS, BY KIND OF BUSINESS AND AREA OF PLANT LOCATION: 1974 AND 1973

Item	1974		1973		Average unit value (dollars)	
	Pounds (1,000)	Value <sup>1</sup> (\$1,000)	Pounds (1,000)	Value <sup>1</sup> (\$1,000)	1974	1973
UNITED STATES, TOTAL.....	3,651,107	2,771,000	3,806,818	2,141,000	.759	.562
By kind of business:						
Manufacturer-retailers.....	98,688	170,418	67,591	92,871	1.73	1.37
Manufacturer-wholesalers including chocolate manufacturers.....	3,552,719	2,600,582	3,739,227	2,048,129	.732	.548
MANUFACTURER-WHOLESALEERS INCLUDING CHOCOLATE-MANUFACTURERS BY AREA OF PLANT LOCATION.....	3,552,719	2,600,582	3,739,227	2,048,129	.762	.610
New England.....	273,389	<sup>b</sup> 208,268	206,691	132,282	.837	.622
Middle Atlantic, total.....	1,323,992	<sup>a</sup> 1,107,917	1,457,269	906,619	.737	.540
New York and New Jersey.....	517,453	<sup>r</sup> 381,467	602,315	325,250	.901	.680
Pennsylvania.....	806,539	<sup>b</sup> 726,450	854,954	581,369	.604	.446
East North Central, total.....	1,249,330	<sup>r</sup> 755,029	1,315,931	586,582	.591	.440
Illinois.....	1,052,458	622,319	1,128,832	496,686	.563	.420
Ohio and Indiana.....	134,833	<sup>a</sup> 75,911	148,085	62,196	.916	.710
Michigan and Wisconsin.....	62,039	<sup>r</sup> 56,799	39,014	27,700		
West North Central, total.....	137,559	<sup>b</sup> 96,770	129,535	68,697	.703	.530
Minnesota, Kansas, South Dakota and Nebraska.....	108,356	<sup>c</sup> 61,112	105,180	43,124	.564	.410
Iowa and Missouri.....	29,203	35,658	24,355	25,573	1.22	1.05
South Atlantic, total.....	206,524	<sup>c</sup> 156,269	206,988	118,815	.757	.574
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	107,103	<sup>c</sup> 84,487	99,423	59,654	.789	.600
Georgia and Florida.....	99,421	<sup>b</sup> 71,782	107,565	59,161	.722	.550
East South Central (Kentucky, Tennessee, Alabama, and Mississippi).....	55,907	<sup>a</sup> 27,875	60,280	24,715	.499	.410
West South Central (Arkansas, Louisiana, Oklahoma, and Texas).....	67,850	<sup>b</sup> 74,628	89,112	58,814	1.10	.660
Mountain (Arizona, Colorado, Idaho, New Mexico, and Utah).....	46,055	<sup>a</sup> 28,628	47,163	22,638	.622	.480
Pacific (California, Washington, Oregon, and Hawaii).....	192,113	<sup>b</sup> 145,198	226,258	128,967	.756	.570

Note: Manufacturer-retailers include only those with 2 or more outlets.

<sup>r</sup> Revised.

<sup>1</sup>Value figures in this table are summations of revised corresponding figures published in the monthly M20C series. The proportion estimated for establishments not on the reporting panel varies by geographic area and are shown below. For the United States approximately 16 percent of the total value was estimated for 1974. In order to estimate quantity data, unit values were computed by geographic areas from the annual data collected on Census Form MA-200. By applying these unit values to the corresponding value figures on the table, poundage data for each area were estimated. The reported quantities accounted for 88 percent of the estimated total.

<sup>a</sup>10-24 percent of this item was estimated.

<sup>b</sup>25-49 percent of this item was estimated.

<sup>c</sup>More than 50 percent of this item was estimated.

Table 4.--CONFECTIONERY--SHIPMENTS, EXPORTS, IMPORTS, AND APPARENT CONSUMPTION: 1974 AND 1973

Manufacturers' shipments represent quantity and value (f.o.b. plant) of physical shipments, including interplant transfers, from establishments during each year. Export values are values at seaport, border point, or airport of exportation; they are based on selling price, including freight, insurance, and other charges to the port of exportation. Import values are generally the market values in the foreign country and exclude U.S. import duties, transportation, and insurance costs. Total import values and unit prices of imported commodities would thus tend to be understated relative to domestic output. Because manufacturers' shipments of certain products may be used as materials for incorporation into other products, it may not be valid to compare exports and imports with shipments for combinations of product groups. See "Limitations on the Comparison of Export, Import, and Output Data."

Item	Year	Manufacturers' shipments		Exports of domestic merchandise <sup>1</sup>		Percent exports to manufacturers' shipments		Imports for consumption <sup>2</sup>		Calculated import duty (\$1,000)	Apparent consumption <sup>3</sup>		Percent imports to apparent consumption	
		Quantity (1,000 pounds)	Value f.o.b. plant (\$1,000)	Quantity (1,000 pounds)	Value at port (\$1,000)	Quantity	Value	Quantity (1,000 pounds)	Value in foreign country (\$1,000)		Quantity (1,000 pounds)	Value (\$1,000)	Quantity	Value
Confectionery <sup>4</sup>	1974	3,651,407	2,771,000	38,921	24,415	1.1	0.9	161,545	90,054	(NA)	3,774,031	2,836,639	4.28	3.17
	1973	3,806,818	2,141,000	33,532	16,916	0.9	0.8	148,286	67,935	4,570	3,921,572	2,192,019	3.78	3.10

<sup>1</sup>Source: Bureau of the Census Report FT 410, U.S. Exports Schedule B Commodity and Country. Schedule B numbers 0620115 and 0730020.

<sup>2</sup>Source: Bureau of the Census Report FT 146, U.S. Imports for Consumption and General Imports; TSUSA codes, 1563020, 1563040, 1571020, and 1571040.

<sup>3</sup>Apparent consumption is derived by subtracting exports from the total manufacturers' shipments plus imports.

<sup>4</sup>The import/export data shown in this table are directly related to the products reported on Current Industrial Report, M20C, Confectionery, including Chocolate Products. Items such as fruit glazes, popcorn, nuts, etc. are excluded.

## LIMITATIONS ON THE COMPARISON OF EXPORT, IMPORT, AND DOMESTIC OUTPUT DATA

Generally, it is somewhat easier to find a reasonable statistical basis for a comparison of exports with domestic output than for a comparison of imports with domestic output. Aside from the differences in the basic commodity classifications used, there are a substantial number of imported commodities which are not produced in the United States or are produced in very small quantities. On the other hand, the merchandise exported from the United States is ordinarily produced in this country and reflects items important in output.

There are other problems affecting the comparability of the three sets of data. Differences in methods of valuation is perhaps the principal such problem. There may be elements of duplication in output data but not in imports or exports, low-value transactions are excluded from data for individual export and import commodity classifications; and a small portion of manufacturing output is not allocated to detailed commodity lines. All of these factors affect comparability to some degree. For these reasons the relationships shown in this report should be considered as only approximations.

(a) **Valuation** - Domestic producers' shipments, or production, are usually valued at the point of production - the factory, mine, or farm.

On the other hand, exports are by definition valued at the point of exportation - seaport, border point, or airport. Export values are the selling price, or cost if not sold, and include expenditures for freight, insurance, and other charges to the export point.

Further, the exporters' trade margin above costs increases the export values compared with producers' values. Information on the magnitude of this incremental margin on a commodity-by-commodity basis is not available.

The dollar value shown for imports in the basic statistics is defined ordinarily as the market value in the foreign country and excludes U.S. import duties, transportation, insurance, and other costs. In actual practice only the values reported for imports subject to an ad valorem rate of duty (accounting for 10 to 15 percent of total imports) tend to conform to this definition. For other imports, the reported values may inadvertently include ocean freight; intracompany shipments may reflect arbitrary values; etc.

Thus, import values tend to understate the unit prices at which imported goods are sold in the U.S. market, in that they do not cover transportation, insurance costs, import duties, and other costs. By the same token, the total value of imports relative to domestic output tends to be understated if viewed at the point of entry into the U.S. market. The calculated value of import duties is shown separately for each

commodity line in the table, but sufficient information is not available on the transportation, insurance, and other costs for individual commodities for those costs to be shown in this report.

(b) **Duplication in Quantity and Value of Output** - Because producers' shipments of some commodities may be used as materials for incorporation into other commodities, combinations of data for such commodities may contain a certain amount of duplication. Thus, percentages of exports to output or imports to apparent consumption (output plus imports minus exports) at 4-digit or broader levels may be understated.

Where the duplication is known to be substantial, the output data are appropriately noted in the table.

(c) **Low-Value Export and Import Transactions** - Commodity information is not shown for individual imports valued under \$251. For exports, commodity information is not reported for shipments individually valued under \$251 effective October 1969 and for shipments valued under \$100 prior to October 1969. This is believed to have only negligible effect on the statistics for the bulk of the commodities.

(d) **Manufacturers' Shipments, Not Specified by Kind** - The value of manufacturers' shipments at the 4-digit commodity level often includes a small amount which is not distributed among the individual 5-digit product classes. Export and import percentages at the more detailed levels might thus be slightly overstated.

(e) **Time Lag Between Output and Exports** - There will sometimes be a lag between the time a commodity is produced or shipped by the producer and the time it is actually exported. The time lag will usually be greater if the merchandise moves through intermediaries (wholesalers, exporters) rather than directly from producers into the export market. Ordinarily, this type of discrepancy would not be very important in annual figures.

(f) **"Direct" vs "Total" Commodity Exports** - The commodity export data in this report represent direct exports of those commodities. They do not include the exports of the commodities which are incorporated into other, more finished products and exported in finished form. Thus, by showing only direct exports, the relation of exports to output for intermediate products, such as steel shapes and forms, is considerably understated. The figure for steel exported as such, does not include steel incorporated in automobiles, tractors, etc., which are also exported.

(g) **Used Commodities** - With a few exceptions, used or rebuilt commodities are classified in the same import or export codes as is new merchandise. Percentages are thus overstated to the extent that used or rebuilt products are significant in trade.



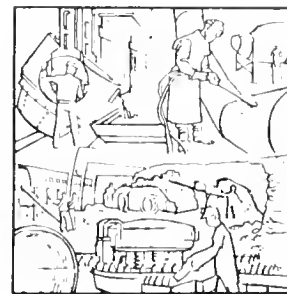
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## CURRENT INDUSTRIAL REPORTS

# Confectionery, Including Chocolate Products

Seasonal Adjustment Supplement

1965 to 1974



Issued April 1975

SERIES: M20C Supplement

This report, the third in this series, presents seasonally adjusted data for a number of the most important series published monthly in Current Industrial Reports Series M20C, Confectionery, Including Chocolate Products. The seasonal adjustment program largely eliminates the effect of normal seasonal variations (including variations due to vacations, weather, etc.) as measured over the time period for which data were used. The resulting information thus provides a better measure than the original data of the month-to-month variations which are due to factors that are not associated with a repetitive seasonal pattern.

The seasonal adjustments were made using the X-11 variant of the Census Bureau's seasonal adjustment program. The X-11 variant of the seasonal adjustment program has developed improved techniques for the treatment of extremes and a regression program to identify trading-day adjustment to the monthly aggregates. The trading-day routine is optional and has been used for the series presented in this publication. This program is amply described in the literature on this method.<sup>1</sup> It should be noted that the data included in this report prior to 1971 have not been adjusted on an establishment basis, prior to tabulation for variation in the length of the reporting period such as 4-week, 5-week, or calendar month.

<sup>1</sup>Electronic Computers and Business Indicators, National Bureau of Economic Research Occasional Paper 57 (New York, 1957); Tests and Revisions of Bureau of the Census Methods of Seasonal Adjustments, Bureau of the Census Technical Paper No. 5 (Washington, 1961, \$1.00); The X-11 Variant of the Census Method II Seasonal Adjustment Program, Bureau of the Census Technical Paper No. 15 (Washington, 1967, \$0.50).

For each series included in this report the following tables are shown:

- (1) Seasonally adjusted data
- (2) Data without seasonal adjustment (original series)
- (3) Seasonal adjustment factors. The seasonally adjusted data are obtained by dividing the unadjusted data by the seasonal factors for the specific month.
- (4) Average percentage changes and related measures for each series.

Beginning in March 1971, seasonally adjusted data were incorporated into table 1 of the regular M20C report. That report also includes a detailed description of the survey, including a discussion of the scope and coverage of the report together with an explanation of the terms.

### TRADING-DAY FACTORS

Variation in the rate of activity that arises from the existence of different numbers of trading days in the same month for different years can be an important cause of month-to-month irregular fluctuations. Unlike some other causes of irregular fluctuations such as unexpected economic developments, unusual weather, and statistical errors, trading-day irregularities can be approximately identified and removed so that the underlying trend-cycle stands out more clearly. Hence, it is often possible to reduce the irregular factor by a trading-day adjustment.

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# BRIEF DEFINITIONS OF MEASURES SHOWN IN TABLE 4

The following are brief definitions; more complete explanations appear in **Electronic Computers and Business Indicators**, by Julius Shiskin, issued as Occasional Paper 57 by the National Bureau of Economic Research, 1957, (reprinted from **Journal of Business**, October 1957).

$\overline{CI}$  is the average month-to-month percentage change, without regard to sign, in the seasonally adjusted series (i.e., the series after adjustment for measurable seasonal, trading-day, and holiday variations).

$\overline{I}$  is the same for the irregular component, obtained by dividing the cyclical component into the seasonally adjusted series.

$\overline{C}$  is the same for the cyclical component, a smooth, flexible moving average of the seasonally adjusted series.

$\overline{I/\overline{C}}$  is a measure of the relative smoothness (small values) or irregularity (large values) of the seasonally adjusted series. It is shown for 1-month spans and for spans of the period of **MCD**. When **MCD** is "6", no  $\overline{I/\overline{C}}$  ratio is shown for the **MCD** period.

$\overline{MCD}$  (months for cyclical dominance) provides an estimate of the appropriate time span over which to observe cyclical movements in a monthly series. It is small for smooth series and large for irregular series. In deriving **MCD**, percentage changes are computed separately for the irregular component and the cyclical component over 1-month spans (Jan.-Feb., Feb.-Mar., etc.), 2-month spans (Jan.-Mar., Feb.-Apr., etc.), up to 12-month spans. Averages, without regard to sign, are then computed for the changes over each span. **MCD** is the shortest span in months for which the average percentage change (without regard to sign) in the cyclical component is larger than the average percentage change (without regard to sign) in the irregular component, and remains so. Thus, it indicates the point at which fluctuations in the seasonally adjusted series became dominated by cyclical rather than irregular movements. All series with an **MCD** greater than "5" are shown as "6."

**Average Duration of Run (ADR)** is another measure of smoothness and is equal to the average number of consecutive monthly changes in the same direction in any series of observations. When there is no change between 2 months, a change in the same direction as the preceding change is assumed. The **ADR** is shown for the seasonally adjusted series **CI**, irregular component **I**, cyclical component **C**, and the **MCD** curve. The **MCD** curve is an unweighted moving average (with the number of terms equal to **MCD**) of the seasonally adjusted series.

TABLE 1.--MONTHLY VALUE OF MANUFACTURER'S SALES OF CONFECTIONERY PRODUCTS

FINAL SEASONALLY ADJUSTED SERIES

(MILLIONS OF DOLLARS)

YEAR	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
1965	116.	116.	120.	122.	108.	117.	115.	120.	118.	123.	119.	129.
1966	119.	121.	125.	124.	128.	130.	115.	129.	131.	138.	137.	141.
1967	141.	137.	131.	122.	143.	139.	130.	139.	144.	136.	142.	139.
1968	143.	143.	144.	143.	145.	142.	145.	145.	150.	150.	149.	149.
1969	146.	157.	161.	160.	156.	157.	159.	155.	151.	157.	161.	160.
1970	157.	170.	162.	142.	154.	159.	161.	158.	162.	160.	156.	165.
1971	166.	171.	167.	173.	172.	170.	168.	167.	162.	167.	163.	160.
1972	165.	154.	155.	153.	165.	167.	167.	177.	168.	158.	168.	181.
1973	172.	167.	175.	177.	171.	170.	168.	181.	183.	160.	196.	193.
1974	146.	214.	236.	221.	231.	234.	248.	250.	242.	245.	223.	230.

TABLE 2.--MONTHLY VALUE OF MANUFACTURER'S SALES OF CONFECTIONERY PRODUCTS

ORIGINAL SERIES

(MILLIONS OF DOLLARS)

YEAR	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
1965	120.	120.	125.	110.	83.	95.	76.	106.	163.	156.	146.	128.
1966	120.	126.	130.	111.	101.	103.	75.	117.	162.	171.	169.	138.
1967	146.	143.	136.	106.	116.	112.	84.	127.	199.	172.	170.	134.
1968	152.	155.	146.	130.	117.	110.	100.	131.	200.	193.	178.	144.
1969	155.	165.	161.	147.	125.	122.	111.	140.	207.	199.	165.	158.
1970	164.	178.	166.	128.	122.	129.	112.	143.	222.	199.	180.	163.
1971	171.	178.	176.	157.	135.	139.	115.	160.	215.	204.	195.	157.
1972	167.	168.	163.	133.	137.	134.	110.	177.	221.	195.	199.	172.
1973	164.	172.	162.	154.	143.	135.	114.	183.	233.	227.	234.	180.
1974	211.	220.	241.	200.	193.	160.	172.	251.	309.	309.	265.	220.

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TABLE 3.--MONTHLY VALUE OF MANUFACTURER'S SALES OF CONFECTIONERY PRODUCTS

COMBINED FINAL SEASONAL AND TRADING DAY FACTORS

(PERCENT)

YEAR	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
1965	103.025	103.580	104.142	90.395	76.780	81.300	65.900	88.555	138.378	126.502	122.308	99.271
1966	101.148	103.857	104.346	89.669	79.103	74.459	65.141	90.793	139.178	123.969	123.187	97.700
1967	103.078	104.352	104.138	86.905	81.011	80.295	64.692	91.188	137.812	126.763	120.040	96.137
1968	107.100	108.131	101.155	91.046	80.613	77.292	66.684	90.300	133.224	128.724	119.656	96.614
1969	105.763	104.947	99.698	91.750	79.900	77.885	69.666	90.331	137.330	127.150	114.966	99.047
1970	104.700	104.551	102.784	89.980	79.212	80.997	69.358	90.705	137.011	124.700	115.363	98.940
1971	103.025	103.956	105.670	90.597	78.424	81.715	68.400	95.620	132.685	122.311	119.770	98.155
1972	101.245	104.307	105.253	87.099	83.252	80.396	65.949	100.082	131.794	123.281	116.537	95.054
1973	107.069	102.965	103.800	87.157	83.742	79.538	67.760	100.994	127.104	126.152	119.685	93.025
1974	107.590	102.666	102.139	90.538	83.554	76.903	69.292	100.300	127.466	126.072	119.056	95.620

COMBINED FINAL SEASONAL AND TRADING-DAY FACTORS ONLY, ONE YEAR AHEAD

YEAR	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
1975	105.659	102.469	100.375	91.341	82.600	77.202	69.256	98.990	132.356	125.224	115.355	97.624

TABLE 4.--AVERAGE PERCENTAGE CHANGES AND RELATED MEASURES FOR SERIES COMPONENTS

Item	Average percentage changes			Ratio of irregular component to cyclical component (I/C)	Number of months for cyclical dominance (MCD)	I C for MCD span	Average Duration of Run			
	Seasonally adjusted series (CI)	Irregular component (I)	Cyclical component (C)				CI	I	C	MCD
Value of manufacturers' sales of confectionery products.....	3.64	3.46	.89	5.91	4	.94	1.64	1.43	8.57	2.85



# Confectionery, Including Chocolate Products

## January 1975



Issued March 1975

SERIES: M20C(75)-1

The statistics in table 1 of this publication are based on a survey of manufacturers and represent the entire U.S. sales of confectionery by manufacturing establishments. The data in table 2 are also complete except that manufacturer retailers are excluded. Estimates are included for establishments whose reports were not received in time for tabulation. A more complete description of the survey appears on pages 4 and 5.

TABLE 1.--SUMMARY OF MANUFACTURERS' NET SALES OF  
CONFECTIONERY: 1973 TO 1975

(Millions of dollars)

Month and year	Total <sup>1</sup> (seasonally adjusted)	Total <sup>1</sup> (unadjusted)
<b>1975</b>		
January.....	227	240
<b>1974</b>		
December.....	230	220
November.....	225	265
October.....	244	309
September.....	241	309
August.....	260	251
July.....	251	172
June.....	224	180
May.....	231	193
April.....	230	200
March.....	238	241
February.....	205	220
January.....	200	211
<b>1973</b>		
December.....	188	180
November.....	199	234
October.....	180	227
September.....	182	233
August.....	190	183
July.....	166	114
June.....	167	135
May.....	171	143
April.....	177	154
March.....	180	182
February.....	160	172
January.....	174	184

Note: The data shown in Tables 1 and 2 of this report include from 15 to 25 percent estimation for nonresponse and for small establishments excluded from the panel.

<sup>1</sup>Data include manufacturer-retailers. See "Explanation of Terms" on page 4.

For inquiries concerning these figures should be addressed to the U.S. Department of Commerce, Bureau of the Census, Industry Division, Washington, D.C. 20233.



TABLE 2.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS,  
BY KIND OF BUSINESS AND GEOGRAPHIC AREA

ITEM	JANUARY 1975	DECEMBER 1974
	SALES (\$1,000)	SALES (\$1,000)
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA, UNITED STATES TOTAL (1) . . . . .	224,291	186,493
NEW ENGLAND . . . . .	18,168	16,177
MIDDLE ATLANTIC . . . . .	98,912	80,061
NEW YORK AND NEW JERSEY . . . . .	28,295	23,706
PENNSYLVANIA . . . . .	70,617	56,355
EAST NORTH CENTRAL . . . . .	56,778	47,157
ILLINOIS . . . . .	45,864	37,512
OHIO AND INDIANA . . . . .	4,943	6,810
MICHIGAN AND WISCONSIN . . . . .	5,971	2,835
WEST NORTH CENTRAL . . . . .	9,075	8,886
MINNESOTA, KANSAS, S. DAKOTA, NEBRASKA . . . . .	6,722	6,520
IOWA AND MISSOURI . . . . .	2,353	2,366
SOUTH ATLANTIC . . . . .	13,406	11,648
MARYLAND, DISTRICT OF COLUMBIA, VIRGINIA, WEST VIRGINIA, NORTH CAROLINA, AND SOUTH CAROLINA . . . . .	8,095	7,429
GEORGIA AND FLORIDA . . . . .	5,311	4,219
EAST SOUTH CENTRAL (KENTUCKY, TENNESSEE, ALABAMA, AND MISSISSIPPI) . . . . .	2,550	2,138
WEST SOUTH CENTRAL (ARKANSAS, LOUISIANA, OKLAHOMA, AND TEXAS) . . . . .	7,821	6,476
MOUNTAIN (ARIZONA, COLORADO, IDAHO, NEW MEXICO, AND UTAH) . . . . .	3,479	3,348
PACIFIC . . . . .	14,102	10,602
CALIFORNIA . . . . .	13,278	9,741
WASHINGTON AND OREGON . . . . .	824	861

<sup>r</sup> Revised by 5 percent or more from previously published data.

<sup>1</sup> Excludes manufacturer-retailers.

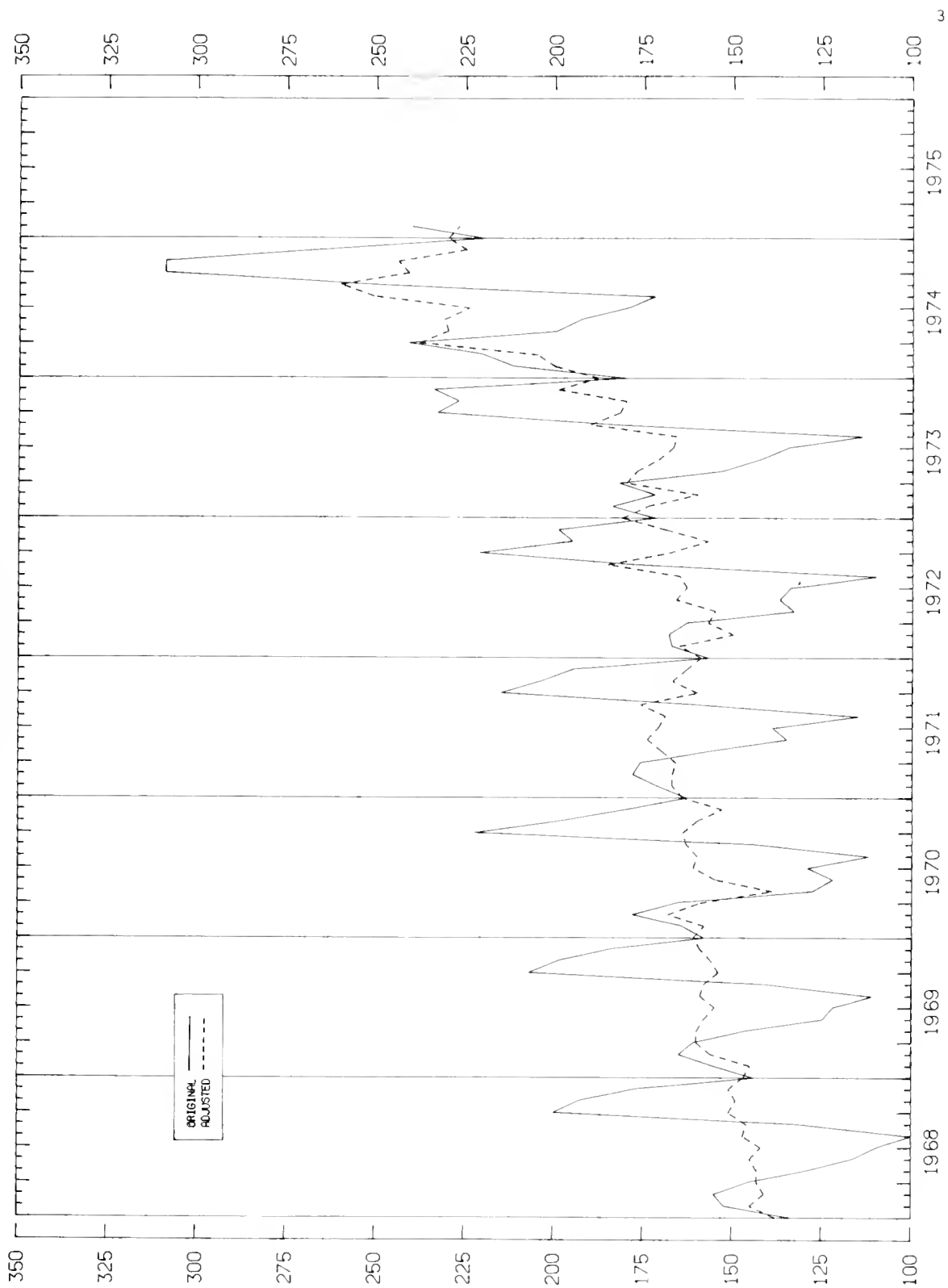
TABLE 3.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS,  
BY TYPE OF CONFECTIONERY

PRODUCT CODE	TYPE OF PRODUCT	JANUARY 1975		DECEMBER 1974	
		QUANTITY - THOUSAND POUNDS	VALUE - THOUSAND DOLLARS	QUANTITY - THOUSAND POUNDS	VALUE - THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS (1) (2) . . . . .	175,703	163,619	152,175	134,238
20553--	PACKAGE GOODS, TOTAL . . . . .	76,297	70,284	78,700	68,181
2060114	RAR GOODS . . . . .	65,342	62,855	44,392	42,047
2065201	5 CENT AND 10 CENT SPECIALTIES . . . . .	16,239	16,356	15,025	15,589
2060121	BULK GOODS, INCLUDING PENNY GOODS . . . . .	17,825	14,124	14,058	8,421

Note: The statistics in this table include from 3 to 5 percent estimation for nonresponse.

<sup>1</sup> Excludes manufacturer-retailers. <sup>2</sup> The data in this table are obtained from a sample panel of about 80 large confectionery manufacturers. This compares to a panel of about 250 respondents reporting the same product detail on the Annual Confectionery Survey. The monthly data are intended to reflect a trend of confectionery product sales whereas the annual provides an estimate of the absolute level of annual sales. An acceptable technique would be to prorate the monthly annual difference, thereby retaining the existing month-to-month trend. <sup>3</sup> A review of reports indicate that 15 cent specialties are also included in this category.

CONFECTIONARY MANUFACTURERS NET SALES 1968-1975  
 ORIGINAL SERIES-SEASONALLY ADJUSTED SERIES  
 (MILLIONS OF DOLLARS)



## DESCRIPTION OF SURVEY

The statistics in this publication were collected on Census Form M20C.1, "Monthly Confectionery Survey by Type of Confectionery," and Census Form M20C.2, "Monthly Confectionery Survey" from a sample of approximately 330 confectionery manufacturing establishments which account for approximately 90 percent of the total U.S. manufacturers' sales of confectionery products. The proportion estimated for the establishments which are not on the reporting panel varies by State and is based on their sales as reported in the 1967 Census of Manufactures.

The statistics presented in table 1 represent industry total sales figures which are based on the combined monthly sales totals reported by the panel and which include estimates.

Approximately 250 of the respondents are mailed Form M20C.2 on which the total monthly sales figure is the only item reported. The remaining establishments on the panel, which form a group of about 80 of the large manufacturer-wholesaler and chocolate-manufacturing concerns, report on Form M20C.1 on which detail by type of confectionery is requested in addition to the total sales figure. Aggregate figures for this group are presented in table 2. Comparison of table with the second column of table 1 shows that the respondents of Form M20C.1 account for 55 to 60 percent of the total estimated sales.

The current month's figures include estimates for respondents in the reporting panel whose reports were not received in time for tabulation as well as for small respondents excluded from the panel. Missing figures for companies in the reporting panel are imputed from the month-to-month movements shown by reporting firms. The overall imputation rate is generally limited to 25 percent, including about 10 percent for small respondents excluded from the monthly panel. Individual items with higher imputation rates are footnoted.

The imputation rate is not an explicit indicator of the potential error in published figures due to nonresponse, both because the actual monthly movements for nonrespondents may or may not closely agree with the imputed movements, and because the estimates for nonpanel cases may not reflect their current activity. The probable range of difference between the actual and imputed figures is unknown. The degree of uncertainty regarding the accuracy of the data, however, increases as the percentage of imputation increases. Figures with imputation rates above

25 percent, particularly, should be used with caution.

Statistics for previous months may be revised, due to receipt of corrected data from respondents, including late reports for which estimates were made, and other corrections. Figures which were revised significantly are indicated by footnotes.

## REPORTING PERIOD ADJUSTMENT

Beginning January 1971 the data were adjusted for number of working days in the reporting period to compensate for differences in individual company reporting patterns (i.e., calendar month, 4-week, 5-week periods). Based on a study of large confectionery manufacturers, it has been determined that the calendar month accounting system prevails in the industry. Hence, adjustments have been made to those reporting on other than a calendar month basis.

## SEASONAL ADJUSTMENT

This report presents seasonally adjusted data in table 1. The seasonal adjustment program largely eliminates the effect of normal seasonal variations (including variations due to vacations, weather, etc.) as measured over the time period for which the data were used. The resulting information thus provides a better measure than the original data of the month-to-month variations which are due to factors that are not associated with a repetitive seasonal pattern. This program is amply described in the literature on this method.

## RELATED REPORTS

An annual Current Industrial Report which includes only summary data is published in this series. This report consists partly of totals from the monthly reports and partly of data obtained as the result of a joint survey by the Bureau of the Census and Bureau of Domestic Commerce. In this joint undertaking, various statistics on confectionery are collected on Census Form MA-20D. The results of the survey are published in detail in a report entitled, "Confectionery Manufacturers, Sales and Distribution" published by the Bureau of Domestic Commerce.

## EXPLANATION OF TERMS

Manufacturer - wholesalers--Confectionery manufacturing establishments which sell primarily to wholesalers or retailers. This category includes chocolate manufacturers.

Manufacturer-retailers--Confectionery manufacturing establishments which sell primarily through their own retail outlets. Establishments which have only one retail outlet are not classified in manufacturing.

Sales--Manufacturer-wholesaler and chocolate-manufacturer sales represent f.o.b. plant value and exclude resales of goods purchased from other manufacturers or received from other plants of the reporting company.

Sales of manufacturer-retailers represent the value of goods transferred to retail outlets; they are approximately the commercial wholesale sales value and not the retail price to the consumer.

Products--In this survey, data are collected only for consumer type confectionery goods. Such data exclude cough drops, medicated candy, chewing gum, roasted peanuts, unsweetened popcorn, and fountain syrup.

Bar goods--Bar goods includes plain, coated and molded bars with or without nuts which are wrapped with not more than two pieces to the individual consumer-unit; the consumer-units are retailed separately or in economy packages.

Bulk goods--Bulk goods includes penny goods, hard candies, coated nuts, peanut brittle, unpackaged chocolates, etc., usually wholesaled in containers over 5 pounds and weighted out by the retailer to be sold by the pound or fraction thereof.

5-cent and 10-cent specialties--These are confectionery items of more than two pieces to the individual consumer-unit and novelty items, intended to retail at the above prices. Rolls or packets of mints, fruit drops, holiday novelties, candy toys and similar types of confections are included but cough drops and chewing gum are excluded.

Packaged goods--This includes assorted chocolate and other confections packaged in consumer-type boxes, bags, window-boxes, etc., designed to retail at \$1 or more, 50 cents to 99 cents, and less than 50 cents per pound. Miniature bars are included here as are packages of marshmallows, sugar coated popcorn, and similar packaged confections.



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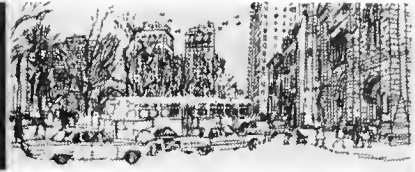
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## CURRENT INDUSTRIAL REPORTS

# Confectionery, Including Chocolate Products

February 1975



Issued April 1975

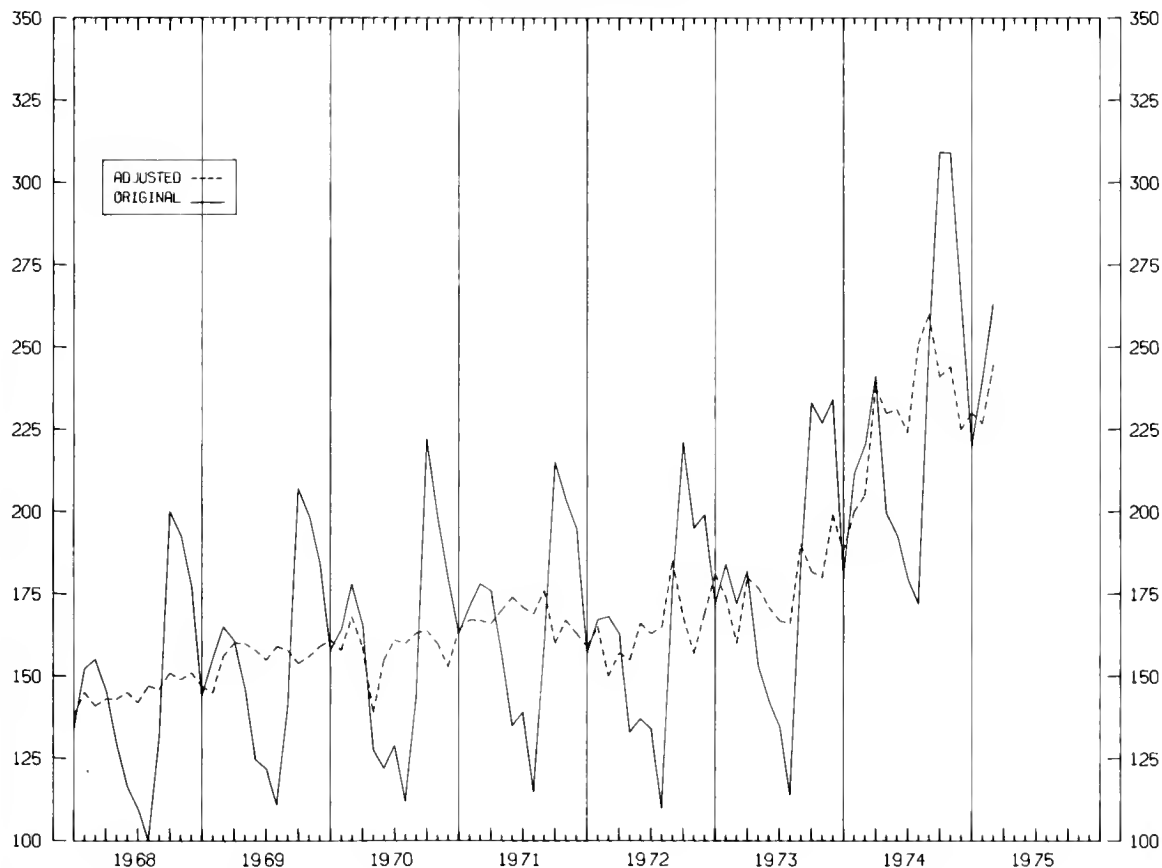
SERIES: M20C(75)-2

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### CONFECTIONARY MANUFACTURERS NET SALES 1968-1975

ORIGINAL SERIES-SEASONALLY ADJUSTED SERIES

(MILLIONS OF DOLLARS)



Inquiries concerning these figures should be addressed to the U.S. Department of Commerce, Bureau of the Census, Industry Division, Washington, D.C. 20233.



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For sale by the Subscriber Services Section (Publications), Social and Economic Statistics Administration, Washington, D.C. 20233 or any Department of Commerce District Office. Price: 15 cents per copy, \$1.50 per year.

TABLE 1.--SUMMARY OF MANUFACTURERS' NET SALES OF  
CONFECTIONERY: 1973 TO 1975

(Millions of dollars)

Month and year	Total <sup>1</sup> (seasonally adjusted)	Total <sup>1</sup> (unadjusted)
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February.....	245	263
January.....	233	246
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December.....	230	220
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September.....	241	309
August.....	260	251
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BY KIND OF BUSINESS AND GEOGRAPHIC AREA

ITEM	FEBRUARY 1975	JANUARY 1975
	SALES	SALES
	(\$1,000)	(\$1,000)
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALEPS AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA, UNITED STATES TOTAL (1) .....		
NEW ENGLAND .....	242,379	231,507
MIDDLE ATLANTIC .....	19,164	18,626
NEW YORK AND NEW JERSEY .....	107,573	104,906
PENNSYLVANIA .....	32,127	28,154
EAST NORTH CENTRAL .....	75,446	76,752
ILLINOIS .....	63,156	56,928
OHIO AND INDIANA .....	50,727	44,552
MICHIGAN AND WISCONSIN .....	7,086	5,965
WEST NORTH CENTRAL .....	5,343	6,411
MINNESOTA, KANSAS, S. DAKOTA, NEBRASKA .....	9,728	9,305
IOWA AND MISSOURI .....	7,128	6,994
SOUTH ATLANTIC .....	2,600	2,311
MARYLAND, DISTRICT OF COLUMBIA, VIRGINIA, WEST VIRGINIA, NORTH CAROLINA, AND SOUTH CAROLINA .....	14,588	13,618
GEORGIA AND FLORIDA .....	8,226	8,098
EAST SOUTH CENTRAL (KENTUCKY, TENNESSEE, ALABAMA, AND MISSISSIPPI) .....	6,362	5,520
WEST SOUTH CENTRAL (ARKANSAS, LOUISIANA, OKLAHOMA, AND TEXAS) .....	1,985	2,180
MOUNTAIN (ARIZONA, COLORADO, IDAHO, NEW MEXICO, AND UTAH) .....	6,473	8,973
PACIFIC .....	5,913	3,518
CALIFORNIA .....	13,799	13,452
WASHINGTON AND OREGON .....	12,713	12,431
	1,086	1,021

<sup>1</sup>Revised by 5 percent or more from previously published data.

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TABLE 3.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY

PRODUCT CODE	TYPE OF PRODUCT	FEBRUARY 1975		JANUARY 1975	
		QUANTITY THOUSAND POUNDS	VALUE THOUSAND DOLLARS	QUANTITY THOUSAND POUNDS	VALUE THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS (1) (2) . . . . .	187,770	169,796	173,998	164,123
20653--	PACKAGE GOODS, TOTAL . . . . .	90,808	77,659	77,328	71,150
2060114	BAR GOODS. . . . .	65,397	65,850	60,639	61,045
2065201	5 CENT AND 10 CENT SPECIALTIES . . . . .	17,937	17,547	16,766	16,927
2060121	BULK GOODS, INCLUDING PENNY GOODS. . . . .	13,628	8,740	19,265	15,001

Note: The statistics in this table include from 3 to 5 percent estimation for nonresponse.

<sup>1</sup>Excludes manufacturer-retailers. <sup>2</sup>The data in this table are obtained from a sample panel of about 80 large confectionery manufacturers. This compares to a panel of about 250 respondents reporting the same product detail on the Annual Confectionery Survey. The monthly data are intended to reflect a trend of confectionery product sales whereas the annual provides an estimate of the absolute level of annual sales. An acceptable technique would be to prorate the monthly/annual difference, thereby retaining the existing month-to-month trend. <sup>3</sup>A review of reports indicate that 15 cent specialties are also included in this category.

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The current month's figures include estimates for respondents in the reporting panel whose reports were not received in time for tabulation as well as for small respondents excluded from the panel. Missing figures for companies in the reporting panel are imputed from the month-to-month movements shown by reporting firms. The overall imputation rate is generally limited to 25 percent, including about 10 percent for small respondents excluded from the monthly panel. Individual items with higher imputation rates are footnoted.

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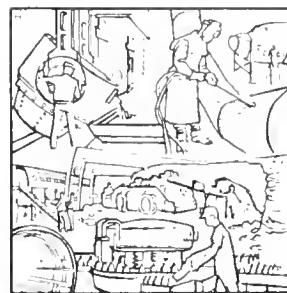
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**Confectionery, Including  
Chocolate Products**

**March 1975**



Issued May 1975

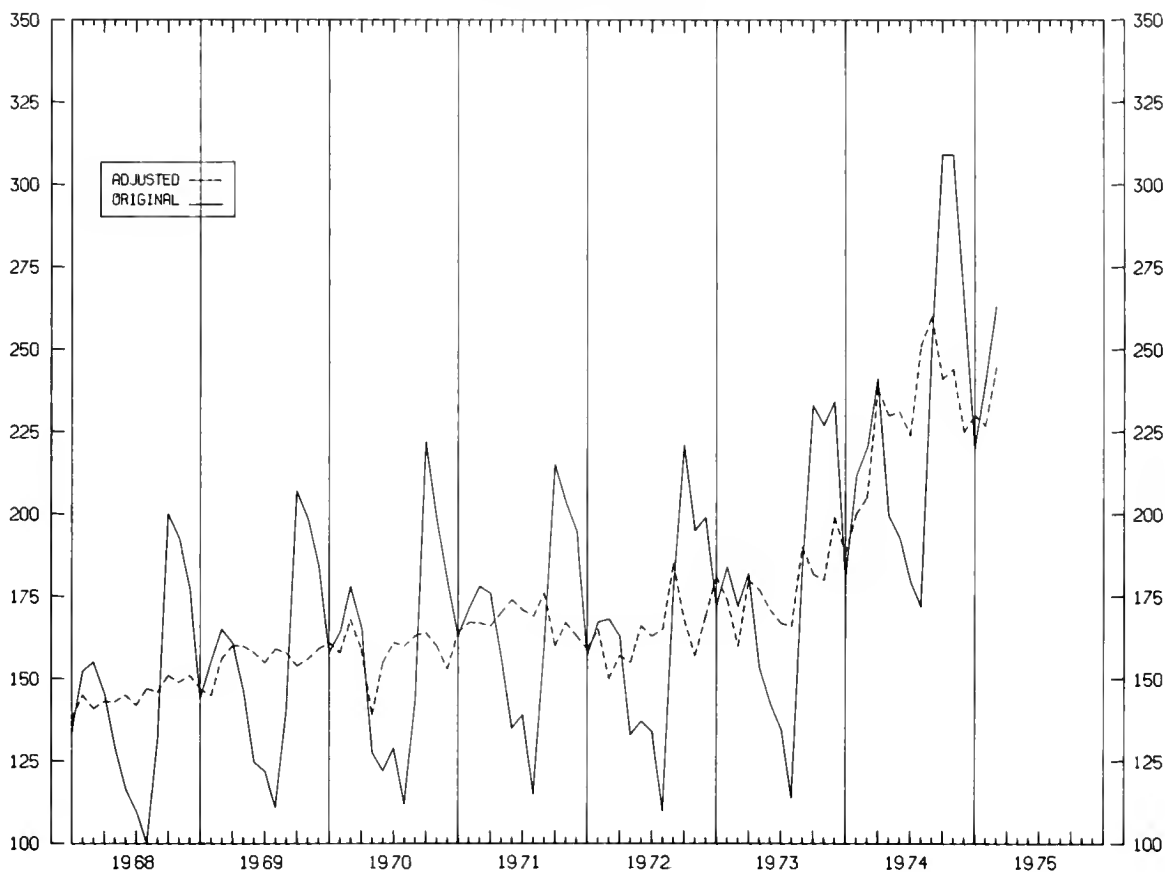
SERIES: M20C(75)-3

The statistics in table 1 of this publication are based on a survey of manufacturers and represent the entire U.S. sales of confectionery by manufacturing establishments. The data in table 2 are also complete except that manufacturer retailers are excluded. Estimates are included for establishments whose reports were not received in time for tabulation. A more complete description of the survey appears on pages 3 and 4.

CONFECTIONARY MANUFACTURERS NET SALES 1968-1975

ORIGINAL SERIES-SEASONALLY ADJUSTED SERIES

(MILLIONS OF DOLLARS)



Inquiries concerning these figures should be addressed to the U.S. Department of Commerce, Bureau of the Census, Industry Division, Washington, D.C. 20233.



U.S. DEPARTMENT OF COMMERCE | Social and Economic Statistics Administration | BUREAU OF THE CENSUS

For sale by the Subscriber Services Section (Publications), Social and Economic Statistics Administration, Washington, D.C. 20233 or any Department of Commerce District Office. Price: 15 cents per copy, \$1.50 per year.

TABLE 1.--SUMMARY OF MANUFACTURERS' NET SALES OF  
CONFECTIONERY: 1973 TO 1975

(Millions of dollars)

Month and year	Total <sup>1</sup> (seasonally adjusted)	Total <sup>1</sup> (unadjusted)
1975		
March.....	223	224
February.....	247	253
January.....	233	246
1974		
December.....	230	220
November.....	223	265
October.....	245	309
September.....	242	309
August.....	250	251
July.....	248	172
June.....	234	180
May.....	231	193
April.....	221	200
March.....	236	241
February.....	214	220
January.....	198	211
1973		
December.....	193	180
November.....	196	234
October.....	180	227
September.....	183	233
August.....	181	183
July.....	168	114
June.....	170	135
May.....	171	143
April.....	177	154
March.....	175	182

Note: The data shown in Tables 1 and 2 of this report include from 15 to 25 percent estimation for nonresponse and for small establishments excluded from the panel.

<sup>1</sup>Data include manufacturer-retailers. See "Explanation of Terms" on page 4.

TABLE 2.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS,  
BY KIND OF BUSINESS AND GEOGRAPHIC AREA

ITEM	MARCH 1975	FEBRUARY 1975
	SALES (\$1,000)	SALES (\$1,000)
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA, UNITED STATES TOTAL (1) . . . . .		
NEW ENGLAND . . . . .	196,593	231,487
MIDDLE ATLANTIC . . . . .	12,947	<sup>r</sup> 11,492
NEW YORK AND NEW JERSEY . . . . .	77,760	106,667
PENNSYLVANIA . . . . .	29,831	31,027
EAST NORTH CENTRAL . . . . .	47,929	75,640
ILLINOIS . . . . .	59,120	61,353
OHIO AND INDIANA . . . . .	49,840	50,988
MICHIGAN AND WISCONSIN . . . . .	7,060	7,086
WEST NORTH CENTRAL . . . . .	2,220	<sup>r</sup> 3,279
MINNESOTA, KANSAS, S. DAKOTA NEBRASKA . . . . .	8,692	9,811
IOWA AND MISSOURI . . . . .	6,043	7,128
SOUTH ATLANTIC . . . . .	2,649	2,683
MARYLAND, DISTRICT OF COLUMBIA, VIRGINIA, WEST VIRGINIA, NORTH CAROLINA, AND SOUTH CAROLINA . . . . .	13,723	14,472
GEORGIA AND FLORIDA . . . . .	6,572	8,230
EAST SOUTH CENTRAL (KENTUCKY, TENNESSEE, ALABAMA, AND MISSISSIPPI) . . . . .	7,151	6,242
WEST SOUTH CENTRAL (ARKANSAS, LOUISIANA, OKLAHOMA, AND TEXAS) . . . . .	1,700	1,985
MOUNTAIN (ARIZONA, COLORADO, IDAHO, NEW MEXICO, AND UTAH) . . . . .	6,146	6,473
PACIFIC . . . . .	3,973	5,913
CALIFORNIA . . . . .	12,532	13,321
WASHINGTON AND OREGON . . . . .	11,488	12,192
	1,044	1,129

<sup>r</sup>Revised by 5 percent or more from previously published data.

<sup>1</sup>Excludes manufacturer-retailers.

TABLE 3.--POUNDAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY

PRODUCT CODE	TYPE OF PRODUCT	MARCH 1975		FEBRUARY 1975	
		QUANTITY THOUSAND POUNDS	VALUE THOUSAND DOLLARS	QUANTITY THOUSAND POUNDS	VALUE THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS. . . . .	164,536	138,736	182,764	164,710
20653--	PACKAGE GOODS TOTAL (1) (2). . . . .	59,582	47,140	<sup>r</sup> 83,015	<sup>r</sup> 70,025
2060114	BAR GOODS. . . . .	67,903	64,453	68,325	68,539
2065201	5 CENT AND 10 CENT SPECIALTIES <sup>3</sup> . . . . .	19,746	17,174	17,725	17,466
2060121	BULK GOODS, INCLUDING PENNY GOODS. . . . .	17,305	9,969	13,699	8,680

Note: The Statistics in this table include 3 to 5 percent estimation for nonresponse.

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# Confectionery, Including Chocolate Products

April 1975



Issued June 1975

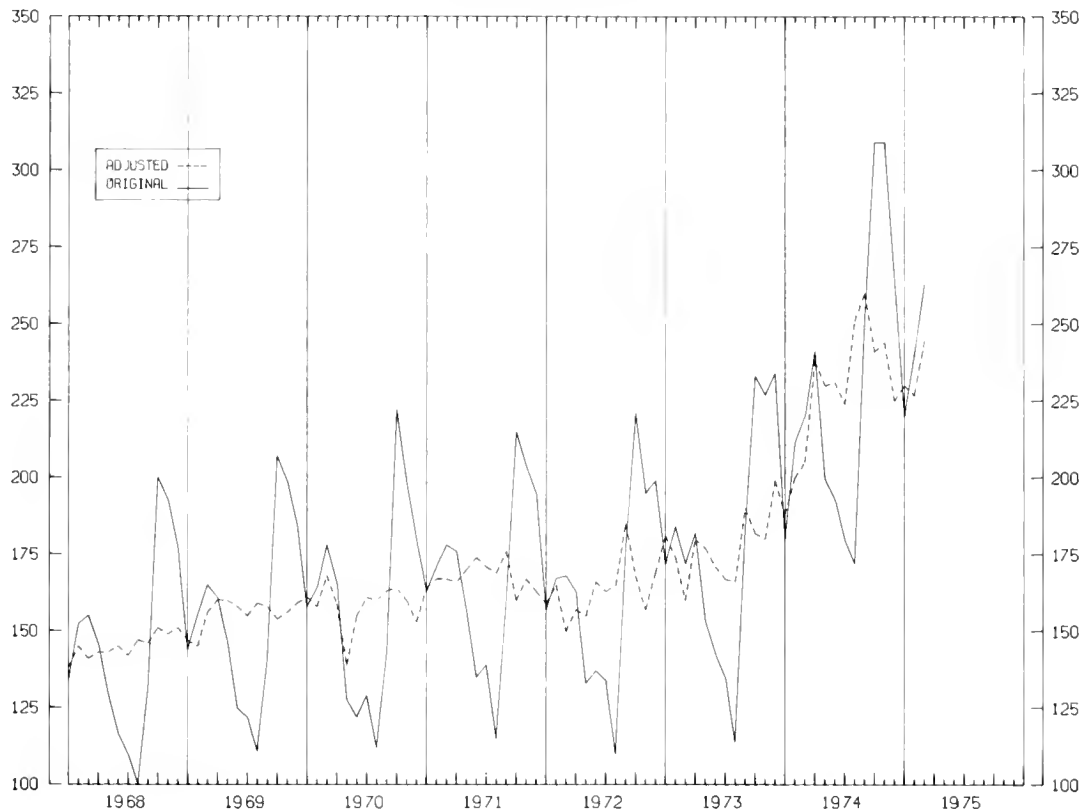
SERIES: M20C(75)-4

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## CONFECTIONARY MANUFACTURERS NET SALES 1968-1975

ORIGINAL SERIES-SEASONALLY ADJUSTED SERIES

(MILLIONS OF DOLLARS)



<sup>1</sup> Graph does not include current month's data.

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(Millions of dollars)

Month and year	Total <sup>1</sup> (seasonally adjusted)	Total <sup>1</sup> (unadjusted)
1975		
April.....	226	206
March.....	220	221
February.....	244	250
January.....	233	246
1974		
December.....	230	220
November.....	223	265
October.....	245	309
September.....	242	309
August.....	250	251
July.....	248	172
June.....	234	180
May.....	231	193
April.....	221	200
March.....	236	241
February.....	214	220
January.....	198	211
1973		
December.....	193	180
November.....	196	234
October.....	180	227
September.....	189	237
August.....	181	183
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Note: The data shown in Tables 1 and 2 of this report include from 15 to 25 percent estimation for nonresponse and for small establishments excluded from the panel.

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TABLE 2.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS, BY KIND OF BUSINESS AND GEOGRAPHIC AREA

ITEM	APRIL 1975	MARCH 1975
	SALES (\$1,000)	SALES (\$1,000)
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALEKS AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA, UNITED STATES TOTAL .....		
	193,079	194,301
NEW ENGLAND .....	11,121	12,947
MIDDLE ATLANTIC .....	81,156	76,094
NEW YORK AND NEW JERSEY .....	26,104	28,263
PENNSYLVANIA .....	55,052	47,831
EAST NORTH CENTRAL .....	58,437	60,784
ILLINOIS .....	49,420	52,438
OHIO AND INDIANA .....	6,574	7,060
MICHIGAN AND WISCONSIN .....	2,443	1,286
WEST NORTH CENTRAL .....	7,624	8,599
MINNESOTA, KANSAS, S. DAKOTA & NEBRASKA .....	4,760	6,043
IOWA AND MISSOURI .....	2,864	2,556
SOUTH ATLANTIC .....	12,753	13,732
MARYLAND, DISTRICT OF COLUMBIA, VIRGINIA, WEST VIRGINIA, NORTH CAROLINA, AND SOUTH CAROLINA .....	5,619	6,581
GEORGIA AND FLORIDA .....	7,134	7,151
EAST SOUTH CENTRAL (KENTUCKY, TENNESSEE, ALABAMA, AND MISSISSIPPI) .....	2,028	1,700
WEST SOUTH CENTRAL (ARKANSAS, LOUISIANA, OKLAHOMA, AND TEXAS) .....	4,851	6,167
MOUNTAIN (ARIZONA, COLORADO, IDAHO, NEW MEXICO, AND UTAH) (2) .....	1,951	2,076
PACIFIC .....	13,158	12,202
CALIFORNIA .....	12,053	11,149
WASHINGTON AND OREGON .....	1,105	1,053

<sup>1</sup>Revised by 5 percent or more from previously published data.

<sup>2</sup>Excludes manufacturer-retailers.

<sup>3</sup>These data as shown for February 1975 should be revised to read as follows: 2916.

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PRODUCT CODE	TYPE OF PRODUCT	APRIL 1975		MARCH 1975	
		QUANTITY THOUSAND POUNDS	VALUE THOUSAND DOLLARS	QUANTITY THOUSAND POUNDS	VALUE THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS. . . . .	157,601	138,205	161,489	135,076
20653-	PACKAGE GOODS, TOTAL . . . . .	56,705	46,717	61,667	49,298
2060114	BAR GOODS. . . . .	68,034	65,809	<sup>r</sup> 63,525	<sup>r</sup> 59,075
2065201	5 CENT AND 10 CENT SPECIALTIES . . . . .	16,892	16,256	19,718	17,166
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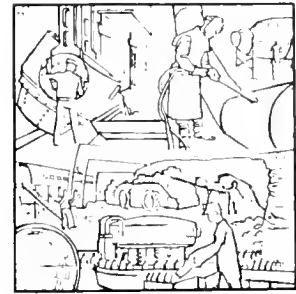


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# CURRENT INDUSTRIAL REPORTS

## Confectionery, Including Chocolate Products

May 1975



Issued July 1975

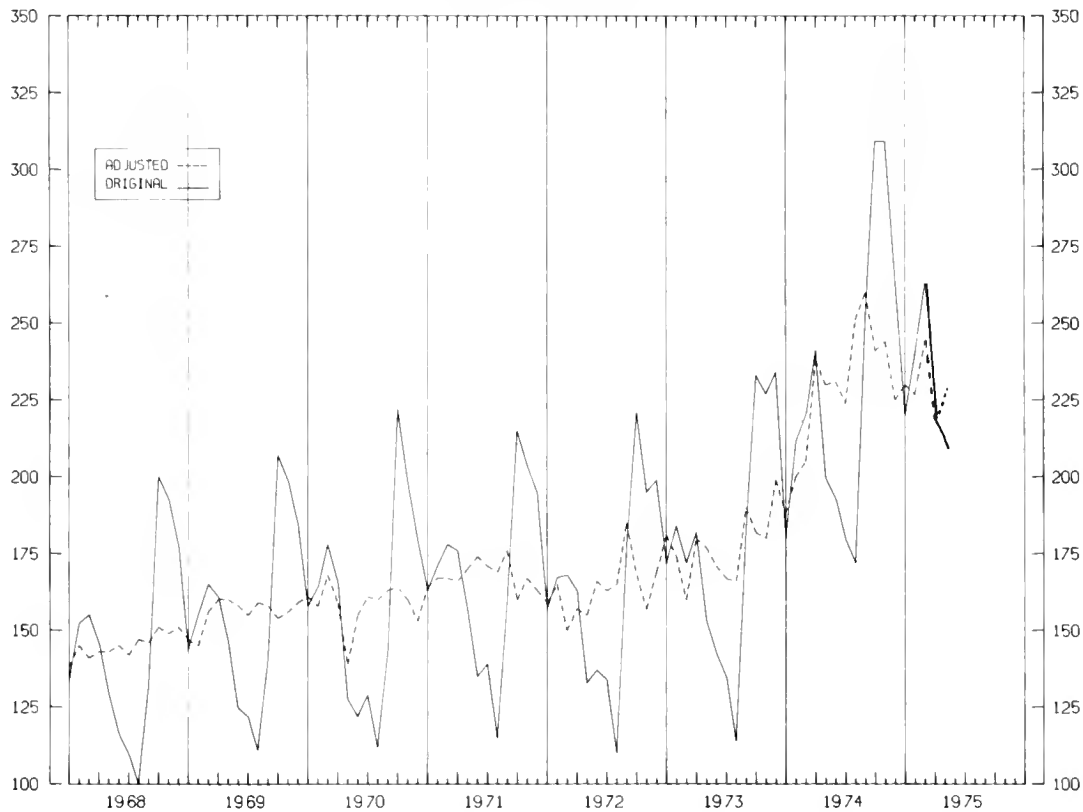
SERIES: M20C(75)-5

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ORIGINAL SERIES-SEASONALLY ADJUSTED SERIES

(MILLIONS OF DOLLARS)



<sup>1</sup>Graph does not include current month's data.

Inquiries concerning these figures should be addressed to the U.S. Department of Commerce, Bureau of the Census, Industry Division, Washington, D.C. 20233.



U.S. DEPARTMENT OF COMMERCE | Social and Economic Statistics Administration | BUREAU OF THE CENSUS

For sale by the Subscriber Services Section (Publications), Social and Economic Statistics Administration, Washington, D.C. 20233 or any Department of Commerce District Office. Price: 15 cents per copy, \$1.50 per year.

TABLE 1.--SUMMARY OF MANUFACTURERS' NET SALES OF  
CONFECTIONERY: 1973 TO 1975

(Millions of dollars)

Month and year	Total <sup>1</sup> (seasonally adjusted)	Total <sup>1</sup> (unadjusted)
1975		
May.....	249	206
April.....	227	207
March.....	220	221
February.....	244	250
January.....	233	246
1974		
December.....	230	220
November.....	223	265
October.....	245	309
September.....	242	309
August.....	250	251
July.....	248	172
June.....	234	180
May.....	231	193
April.....	221	200
March.....	236	241
February.....	214	220
January.....	198	211
1973		
December.....	193	180
November.....	196	234
October.....	180	227
September.....	183	233
August.....	181	183
July.....	168	114
June.....	170	135
May.....	171	143
April.....	177	154

Note: The data shown in Tables 1 and 2 of this report include from 15 to 25 percent estimation for nonresponse and for small establishments excluded from the panel.

<sup>1</sup>Data include manufacturer-retailers. See "Explanation of Terms" on page 4.

TABLE 2.-- DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS,  
BY KIND OF BUSINESS AND GEOGRAPHIC AREA

ITEM	MAY 1975	APRIL 1975
	SALES	SALES
	(\$1,000)	(\$1,000)
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA, UNITED STATES TOTAL . . . . .	191,069	194,433
NEW ENGLAND . . . . .	10,949	11,152
MIDDLE ATLANTIC . . . . .	79,010	82,601
NEW YORK AND NEW JERSEY . . . . .	30,364	27,539
PENNSYLVANIA . . . . .	48,646	55,062
EAST NORTH CENTRAL . . . . .	64,020	57,987
ILLINOIS . . . . .	55,464	49,982
OHIO AND INDIANA . . . . .	6,368	5,562
MICHIGAN AND WISCONSIN . . . . .	2,188	2,443
WEST NORTH CENTRAL . . . . .	5,853	7,624
MINNESOTA, KANSAS, S. DAKOTA & NEBRASKA . . . . .	2,983	4,760
IOWA AND MISSOURI . . . . .	2,870	2,864
SOUTH ATLANTIC . . . . .	11,318	12,729
MARYLAND, DISTRICT OF COLUMBIA, VIRGINIA, WEST VIRGINIA, NORTH CAROLINA, AND SOUTH CAROLINA . . . . .	4,147	5,619
GEORGIA AND FLORIDA . . . . .	7,171	7,110
EAST SOUTH CENTRAL (KENTUCKY, TENNESSEE, ALABAMA, AND MISSISSIPPI) . . . . .	2,919	<sup>r</sup> 2,825
WEST SOUTH CENTRAL (ARKANSAS, LOUISIANA, OKLAHOMA, AND TEXAS) . . . . .	5,215	4,804
MOUNTAIN (ARIZONA, COLORADO, IDAHO, NEW MEXICO, AND UTAH) . . . . .	1,377	1,951
PACIFIC . . . . .	10,408	12,760
CALIFORNIA . . . . .	9,895	11,984
WASHINGTON AND OREGON . . . . .	513	<sup>r</sup> 776

<sup>r</sup>Revised by 5 percent or more from previously published data.

<sup>1</sup>Excludes manufacturer-retailers.

TABLE 3.--POUNDAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY

PRODUCT CODE	TYPE OF PRODUCT	MAY 1975		APRIL 1975	
		QUANTITY - THOUSAND POUNDS	VALUE - THOUSAND DOLLARS	QUANTITY - THOUSAND POUNDS	VALUE - THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS. . . . .	171,273	141,140	161,670	138,861
20653	PACKAGE GOODS, TOTAL . . . . .	69,975	51,476	<sup>r</sup> 60,172	47,166
2060114	BAR GOODS. . . . .	63,760	61,194	68,034	65,809
2065201	5 CENT AND 10 CENT SPECIALTIES . . . . .	19,468	18,522	16,805	16,203
2060121	BULK GOODS, INCLUDING PENNY GOODS. . . . .	18,070	9,948	16,659	9,683

Note: The Statistics in this table include 3 to 5 percent estimation for nonresponse.

<sup>r</sup>Revised by 5 percent or more from previously published figures.

<sup>1</sup>Excludes manufacturer-retailers. <sup>2</sup>The data in this table are obtained from a sample panel of about 80 large confectionery manufacturers. This compares to a panel of about 250 respondents reporting the same product detail on the Annual confectionery Survey. The monthly data are intended to reflect a trend of confectionery product sales whereas the annual provides an estimate of the absolute level of annual sales. An acceptable technique would be to prorate the monthly/annual difference, thereby retaining the existing month-to-month trend. <sup>3</sup>A review of reports indicate that 15 cent specialties are also included in this category.

## DESCRIPTION OF SURVEY

The statistics in this publication were collected on Census monthly Form M20C.1, "Confectionery Survey by Type of Confectionery," and Census monthly Form M20C.2, "Confectionery Survey" from a sample of approximately 330 confectionery manufacturing establishments which account for approximately 90 percent of the total U.S. manufacturers' sales of confectionery products. The proportion estimated for the establishments which are not on the reporting panel varies by State and is based on their sales as reported in the 1967 Census of Manufactures.

The statistics presented in table 1 represent industry total sales figures which are based on the combined monthly sales totals reported by the panel and which include estimates.

Approximately 250 of the respondents are mailed form M20C.2 on which the total monthly sales figure is the only item reported. The remaining establishments on the panel, which form a group of about 80 of the large manufacturer-wholesaler and chocolate-manufacturing concerns, report on form M20C.1 on which detail by type of confectionery is requested in

addition to the total sales figure. Aggregate figures for this group are presented in table 2. Comparison of table with the second column of table 1 shows that the respondents of form M20C.1 account for 55 to 60 percent of the total estimated sales.

The current month's figures include estimates for respondents in the reporting panel whose reports were not received in time for tabulation as well as for small respondents excluded from the panel. Missing figures for companies in the reporting panel are imputed from the month-to-month movements shown by reporting firms. The overall imputation rate is generally limited to 25 percent, including about 10 percent for small respondents excluded from the monthly panel. Individual items with higher imputation rates are footnoted.

The imputation rate is not an explicit indicator of the potential error in published figures due to non-response, both because the actual monthly movements for nonrespondents may or may not closely agree with the imputed movements, and because the estimates for nonpanel cases may not reflect their current activity. The probable range of difference between the actual and imputed figures is unknown. The degree of uncertainty regarding the accuracy of the data, however, increases as the percentage of imputation increases. Figures with imputation rates above 25 percent, particularly, should be used with caution.

Statistics for previous months may be revised, due to receipt of corrected data from respondents, including large reports for which estimates were made, and other corrections. Figures which were revised significantly are indicated by footnotes.

### REPORTING PERIOD ADJUSTMENT

Beginning January 1971 the data were adjusted for number of working days in the reporting period to compensate for differences in individual company reporting patterns (i.e., calendar month, 4-week, 5-week periods). Based on a study of large confectionery manufacturers, it has been determined that the calendar month accounting system prevails in the industry. Hence, adjustments have been made to those reporting on other than a calendar month basis.

### SEASONAL ADJUSTMENT

This report presents seasonally adjusted data in table 1. The seasonal adjustment program largely eliminates the effect of normal seasonal variations (including variations due to vacations, weather, etc.) as measured over the time period for which the data were used. The resulting information thus provides a better measure than the original data of the month-to-month variations which are due to factors that are not associated with a repetitive seasonal pattern. This program is amply described in the literature on this method.

### RELATED REPORTS

An annual Current Industrial Report which includes only summary data is published in this series. This report consists partly of totals from the monthly reports and partly of data obtained as the result of a joint survey by the Bureau of the Census and Bureau of Domestic Commerce. In this joint undertaking, various statistics on confectionery are collected on Census Form MA-20D. The results of the survey are published in detail in a report entitled, "Confectionery Manufacturers, Sales and Distribution" published by the Bureau of Domestic Commerce.

### EXPLANATION OF TERMS

**Manufacturer-Wholesalers**—Confectionery manufacturing establishments which sell primarily to wholesalers or retailers. This category includes chocolate manufacturers

**Manufacturer-Retailers**—Confectionery manufacturing establishments which sell primarily through their own retail outlets. Establishments which have only one retail outlet are not classified in manufacturing.

**Sales of Manufacturer-Wholesalers** and chocolate-manufacturer sales represent f.o.b. plant value and exclude resales of goods purchased from other manufacturers or received from other plants of the reporting company.

**Sales of Manufacturer-Retailers** represent the value of goods transferred to retail outlets; they are approximately the commercial wholesale sales value and not the retail price to the consumer.

**Products**—In this survey, data are collected only for consumer type confectionery goods. Such data exclude cough drops, medicated candy, chewing gum, roasted peanuts, unsweetened popcorn, and fountain syrup.

**Bar Goods**—Bar goods includes plain, coated and molded bars with or without nuts which are wrapped with not more than two pieces to the individual consumer unit; the consumer units are retailed separately or in economy packages.

**Bulk Goods**—Bulk goods includes penny goods, hard candies, coated nuts, peanut brittle, unpackaged chocolates, etc., usually wholesaled in containers over 5 pounds and weighted out by the retailer to be sold by the pound or fraction thereof.

**Packaged Goods**—This includes assorted chocolate and other confections packaged in consumer-type boxes, bags, window boxes, etc., designed to retail at \$1 or more, 50 cents to 99 cents, and less than 50 cents per pound. Miniature bars are included here as are packages of marshmallows, sugar coated popcorn, and similar packaged confections.

**5-Cent and 10-Cent Specialties**—These are confectionery items of more than two pieces to the individual consumer-unit and novelty items, intended to retail at the above prices. Rolls or packets of mints, fruit drops, holiday novelties, candy toys and similar types of confections are included but cough drops and chewing gum are excluded.



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# Confectionery, Including Chocolate Products

June 1975



Issued August 1975

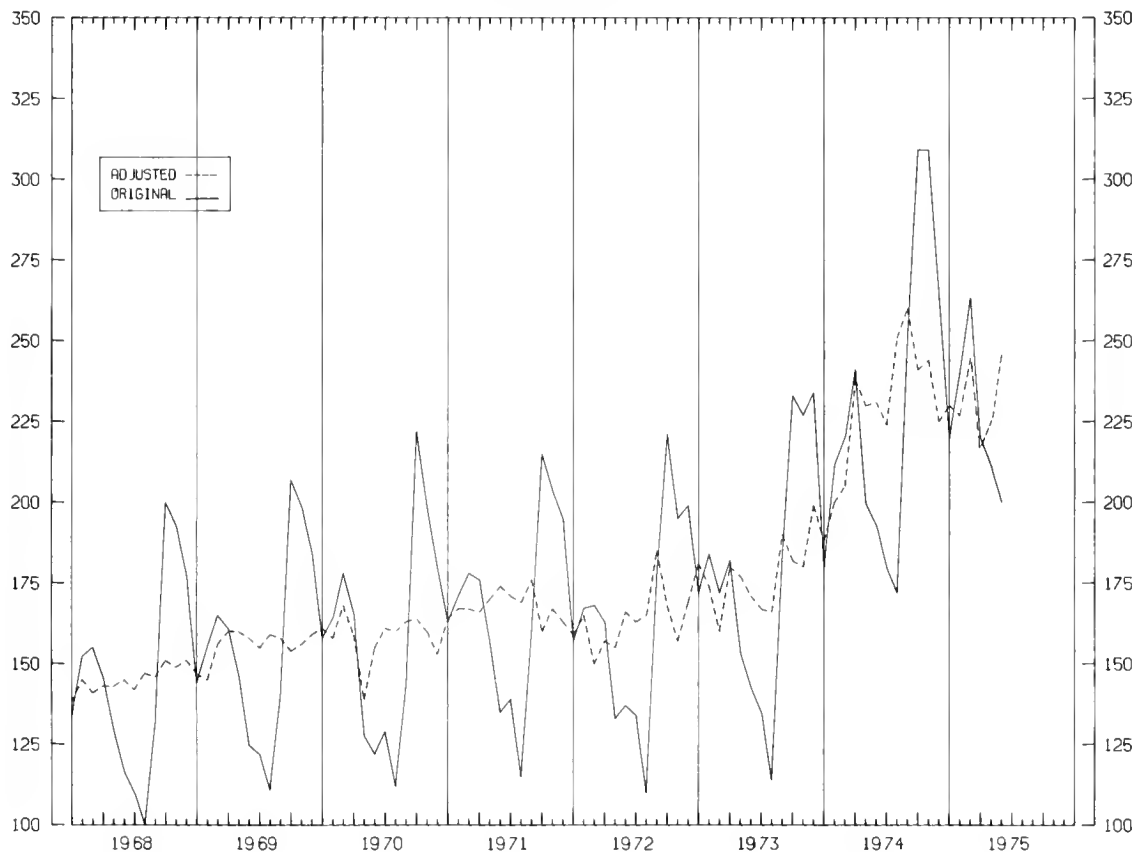
SERIES: M20C(75)-6

The statistics in table 1 of this publication are based on a survey of manufacturers and represent the entire U.S. sales of confectionery by manufacturing establishments. The data in table 2 are also complete except that manufacturer retailers are excluded. Estimates are included for establishments whose reports were not received in time for tabulation. A more complete description of the survey appears on pages 4 and 5.

## CONFECTIONARY MANUFACTURERS NET SALES 1968-1975

ORIGINAL SERIES-SEASONALLY ADJUSTED SERIES

(MILLIONS OF DOLLARS)



Inquiries concerning these figures should be addressed to the U.S. Department of Commerce, Bureau of the Census Industry Division, Washington, D.C. 20233.



U.S. DEPARTMENT OF COMMERCE | BUREAU OF THE CENSUS

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TABLE 1.--SUMMARY OF MANUFACTURERS' NET SALES OF  
CONFECTIONERY 1973 TO 1975

(Millions of dollars)

Month and year	Total <sup>1</sup> (seasonally adjusted)	Total <sup>1</sup> not seasonally adjusted
1975		
June.....	238	184
May.....	245	202
April.....	227	207
March.....	220	221
February.....	244	250
January.....	233	246
1974		
December.....	230	220
November.....	223	265
October.....	245	300
September.....	242	309
August.....	250	251
July.....	248	172
June.....	234	180
May.....	231	193
April.....	221	200
March.....	236	241
February.....	214	220
January.....	198	211
1973		
December.....	193	180
November.....	196	234
October.....	180	227
September.....	183	233
August.....	181	183
July.....	168	114
June.....	170	135
May.....	171	143

Note: The data shown in Tables 1 and 2 of this report include from 15 to 25 percent estimation for nonresponse and for small establishments excluded from the panel.

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TABLE 2.-- DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS,  
BY KIND OF BUSINESS AND GEOGRAPHIC AREA

ITEM	JUNE 1975	MAY 1975
	SALES	SALES
	(\$1,000)	(>1,000)
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALEPS AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA, UNITED STATES TOTAL . . . . .	173,148	187,437
NEW ENGLAND . . . . .	10,249	10,949
MIDDLE ATLANTIC . . . . .	73,129	78,958
NEW YORK AND NEW JERSEY . . . . .	30,446	30,275
PENNSYLVANIA . . . . .	42,683	48,683
EAST NORTH CENTRAL . . . . .	55,635	61,071
ILLINOIS . . . . .	47,388	52,498
OHIO AND INDIANA . . . . .	5,850	6,385
MICHIGAN AND WISCONSIN . . . . .	2,397	2,188
WEST NORTH CENTRAL . . . . .	6,246	5,793
MINNESOTA, KANSAS, S. DAKOTA & NEBRASKA . . . . .	3,498	2,983
IOWA AND MISSOURI . . . . .	2,748	2,810
SOUTH ATLANTIC . . . . .	10,325	11,418
MARYLAND, DISTRICT OF COLUMBIA, VIRGINIA, WEST VIRGINIA, NORTH CAROLINA, AND SOUTH CAROLINA . . . . .	4,226	4,152
GEORGIA AND FLORIDA . . . . .	6,099	7,266
EAST SOUTH CENTRAL (KENTUCKY, TENNESSEE, ALABAMA, AND MISSISSIPPI) . . . . .	2,111	2,419
WEST SOUTH CENTRAL (ARKANSAS, LOUISIANA, OKLAHOMA, AND TEXAS) . . . . .	4,943	4,896
MOUNTAIN (ARIZONA, COLORADO, IDAHO, NEW MEXICO, AND UTAH) . . . . .	1,304	1,377
PACIFIC . . . . .	9,206	10,556
CALIFORNIA . . . . .	8,704	10,043
WASHINGTON AND OREGON . . . . .	502	513

<sup>F</sup>Revised by 5 percent or more from previously published data.  
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PRODUCT CODE	TYPE OF PRODUCT	JUNE 1975		MAY 1975	
		QUANTITY THOUSAND POUNDS	VALUE THOUSAND DOLLARS	QUANTITY THOUSAND POUNDS	VALUE THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS. . . . .	155,709	125,956	165,950	137,168
20653	PACKAGE GOODS, TOTAL . . . . .	64,388	47,410	64,819	47,841
2060114	BAR GOODS. . . . .	53,929	51,052	63,325	60,830
2065201	5 CENT AND 10 CENT SPECIALTIES . . . . .	19,946	18,240	19,796	18,629
2060121	BULK GOODS, INCLUDING PENNY GOODS. . . . .	17,446	9,254	18,010	9,868

Note: The Statistics in this table include 3 to 5 percent estimation for nonresponse.

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# CURRENT INDUSTRIAL REPORTS

## Confectionery, Including Chocolate Products

July 1975



Issued September 1975

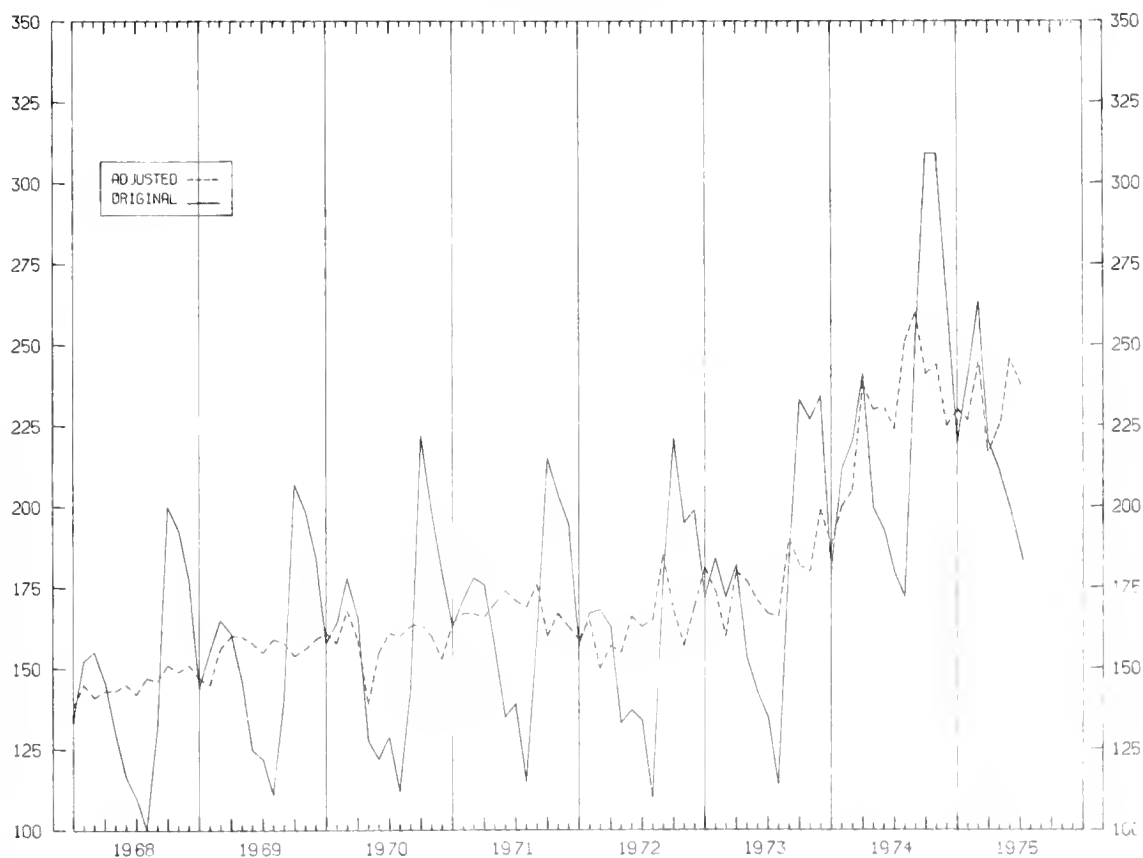
SERIES: M20C(75)-7

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ORIGINAL SERIES SEASONALLY ADJUSTED SERIES

(MILLIONS OF DOLLARS)



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BY KIND OF BUSINESS AND GEOGRAPHIC AREA

ITEM	JULY 1975	JUNE 1975
	SALES	SALES
	(\$1,000)	(\$1,000)
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA, UNITED STATES TOTAL .....	158,150	171,968
NEW ENGLAND .....	8,189	79,580
MIDDLE ATLANTIC .....	67,859	73,105
NEW YORK AND NEW JERSEY .....	25,495	30,397
PENNSYLVANIA .....	42,364	42,708
EAST NORTH CENTRAL .....	51,317	55,291
ILLINOIS .....	43,522	47,044
OHIO AND INDIANA .....	5,111	5,850
MICHIGAN AND WISCONSIN .....	2,684	2,397
WEST NORTH CENTRAL .....	4,255	6,102
MINNESOTA, KANSAS, S. DAKOTA & NEBRASKA .....	1,553	3,498
IOWA AND MISSOURI .....	2,702	2,604
SOUTH ATLANTIC .....	10,325	10,325
MARYLAND, DISTRICT OF COLUMBIA, VIRGINIA, WEST VIRGINIA, NORTH CAROLINA, AND SOUTH CAROLINA .....	3,740	4,226
GEORGIA AND FLORIDA .....	6,585	6,099
EAST SOUTH CENTRAL (KENTUCKY, TENNESSEE, ALABAMA, AND MISSISSIPPI) .....	2,059	2,112
WEST SOUTH CENTRAL (ARKANSAS, LOUISIANA, OKLAHOMA, AND TEXAS) .....	4,094	4,943
MOUNTAIN (ARIZONA, COLORADO, IDAHO, NEW MEXICO, AND UTAH) .....	1,240	1,304
PACIFIC .....	8,812	9,206
CALIFORNIA .....	8,298	8,704
WASHINGTON AND OREGON .....	514	502

Note: Excludes manufacturer-retailers

<sup>1</sup>Revised by 5 percent or more from previously published data.

TABLE 3.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY

PRODUCT CODE	TYPE OF PRODUCT	JULY 1975		JUNE 1975	
		QUANTITY THOUSAND POUNDS	VALUE THOUSAND DOLLARS	QUANTITY THOUSAND POUNDS	VALUE THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS (1) (2). . . . .	141,628	112,004	155,774	124,972
20653	PACKAGE GOODS MADE TO RETAIL AT:	53,535	35,402	63,829	46,433
2060114	BAR GOODS, . . . . .	54,267	51,472	55,428	50,981
2065201	5 CENT AND 10 CENT SPECIALTIES (3) . . . . .	17,647	16,083	19,864	18,205
2060121	BULK GOODS, INCLUDING PENNY GOODS, . . . . .	16,179	9,047	16,653	9,353

Note: The statistics in this table include 3-to 5-percent estimation for nonresponse.

<sup>1</sup>Revised by 5 percent or more from previously published figures.

<sup>2</sup>Excludes manufacturer-retailers. <sup>3</sup>The data in this table are obtained from a sample panel of about 80 large confectionery manufacturers. This compares to a panel of about 250 respondents reporting the same product detail on the Annual Confectionery Survey. The monthly data are intended to reflect a trend of confectionery product sales whereas the annual provide an estimate of the absolute level of annual sales. An acceptable technique would be to prorate the monthly annual difference, thereby retaining the existing month-to-month trend. <sup>4</sup>A review of reports indicate that 15-cent specialties are also included in this category.

## DESCRIPTION OF SURVEY

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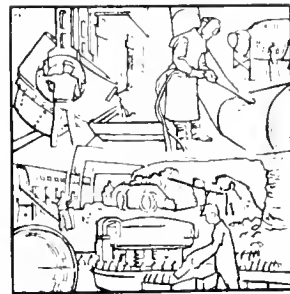


56. 216:

## CURRENT INDUSTRIAL REPORTS

# Confectionery, Including Chocolate Products

August 1975



Issued October 1975

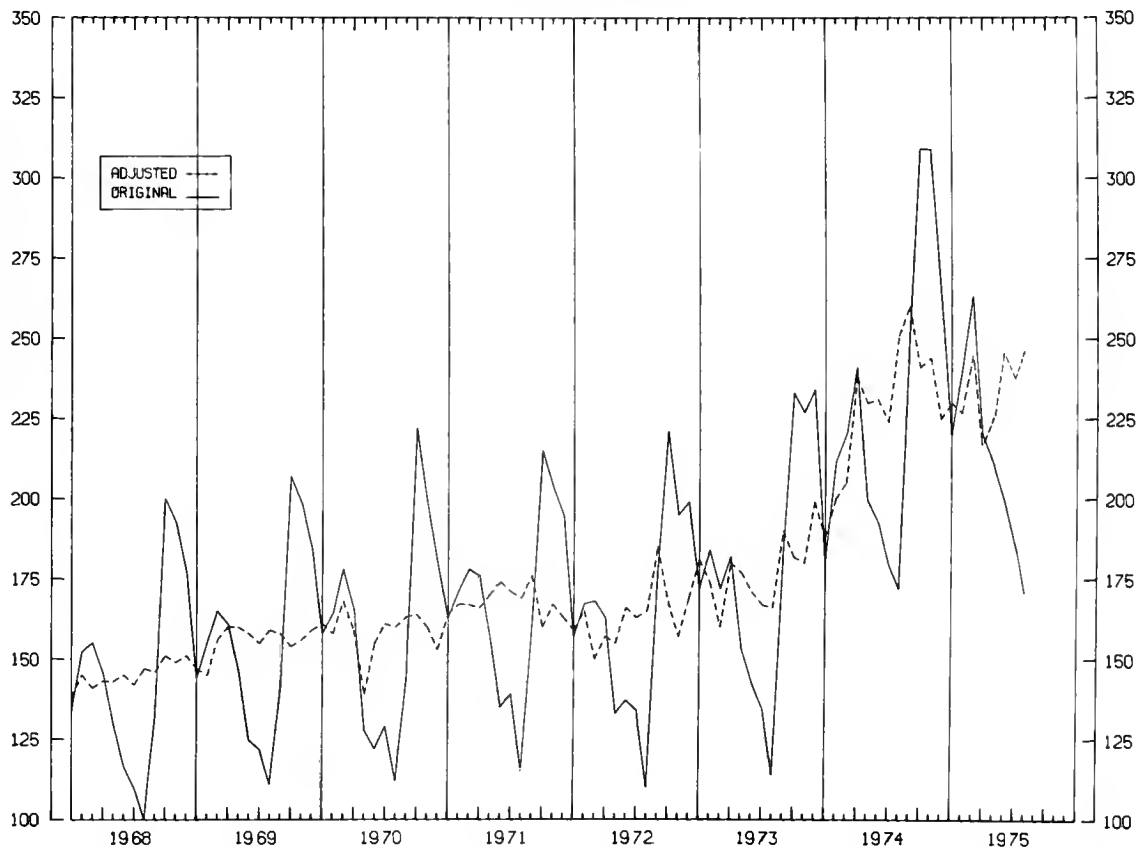
SERIES: M20C(75)-8

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### CONFECTIONERY MANUFACTURERS NET SALES, 1968-1975

ORIGINAL SERIES-SEASONALLY ADJUSTED SERIES

(MILLIONS OF DOLLARS)



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U.S. DEPARTMENT OF COMMERCE | BUREAU OF THE CENSUS

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(Millions of dollars)

Month and year	Total <sup>1</sup> (seasonally adjusted)	Total <sup>1</sup> (not seasonally adjusted)
1975		
August.....	247	245
July.....	243	168
June.....	237	183
May.....	245	202
April.....	227	207
March.....	220	221
February.....	244	250
January.....	233	246
1974		
December.....	230	220
November.....	223	265
October.....	245	309
September.....	242	309
August.....	250	251
July.....	248	172
June.....	234	180
May.....	231	193
April.....	221	200
March.....	236	241
February.....	214	220
January.....	198	211
1973		
December.....	193	180
November.....	196	234
October.....	180	227
September.....	183	233
August.....	181	183

Note: The data shown in tables 1 and 2 of this report include from 15 to 25 percent estimation for nonresponse and for small establishments excluded from the panel.

<sup>1</sup>Data include manufacturer-retailers. See "Explanation of Terms" on page 4.

TABLE 2.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS,  
BY KIND OF BUSINESS AND GEOGRAPHIC AREA

ITEM	AUGUST 1975	JULY 1975
	SALES	SALES
	(\$1,000)	(\$1,000)
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA, UNITED STATES TOTAL . . . . .	233,612	158,176
NEW ENGLAND . . . . .	11,810	8,190
MIDDLE ATLANTIC . . . . .	100,537	68,538
NEW YORK AND NEW JERSEY . . . . .	33,923	25,563
PENNSYLVANIA . . . . .	66,614	42,975
EAST NORTH CENTRAL . . . . .	83,730	50,792
ILLINOIS . . . . .	69,993	42,997
OHIO AND INDIANA . . . . .	6,769	5,111
MICHIGAN AND WISCONSIN . . . . .	6,968	2,684
WEST NORTH CENTRAL . . . . .	5,445	4,255
MINNESOTA, KANSAS, S. DAKOTA & NEBRASKA . . . . .	2,908	1,553
IOWA AND MISSOURI . . . . .	2,537	2,702
SOUTH ATLANTIC . . . . .	11,130	10,324
MARYLAND, DISTRICT OF COLUMBIA, VIRGINIA, WEST VIRGINIA, NORTH CAROLINA, AND SOUTH CAROLINA . . . . .	4,192	3,739
GEORGIA AND FLORIDA . . . . .	6,938	6,585
EAST SOUTH CENTRAL (KENTUCKY, TENNESSEE, ALABAMA, AND MISSISSIPPI) . . . . .	2,187	2,059
WEST SOUTH CENTRAL (ARKANSAS, LOUISIANA, OKLAHOMA, AND TEXAS) . . . . .	4,835	3,947
MOUNTAIN (ARIZONA, COLORADO, IDAHO, NEW MEXICO, AND UTAH) . . . . .	1,380	1,240
PACIFIC . . . . .	12,558	8,831
CALIFORNIA . . . . .	11,902	8,310
WASHINGTON AND OREGON . . . . .	656	521

Note: Excludes manufacturer-retailers.

TABLE 3.—POUNOAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY

PRODUCT CODE	TYPE OF PRODUCT	JULY 1975		JUNE 1975	
		QUANTITY — THOUSAND POUNDS	VALUE — THOUSAND DOLLARS	QUANTITY — THOUSAND POUNDS	VALUE — THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS (1) (2). . . . .	210,068	176,857	141,542	111,681
20653	PACKAGE FOODS, TOTAL . . . . .	101,707	78,048	54,095	35,512
2060114	BAR GOODS. . . . .	66,050	66,517	53,941	51,370
2065201	5 CENT AND 10 CENT SPECIALTIES (3) . . . . .	19,385	18,400	17,645	16,077
2060121	BULK GOODS, INCLUDING PENNY GOODS. . . . .	22,926	13,892	15,861	8,722

Note: The statistics in this table include 3-to 5-percent estimation for nonresponse.

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56. 216:

# CURRENT INDUSTRIAL REPORTS

## Confectionery, Including Chocolate Products

September 1975



Issued November 1975

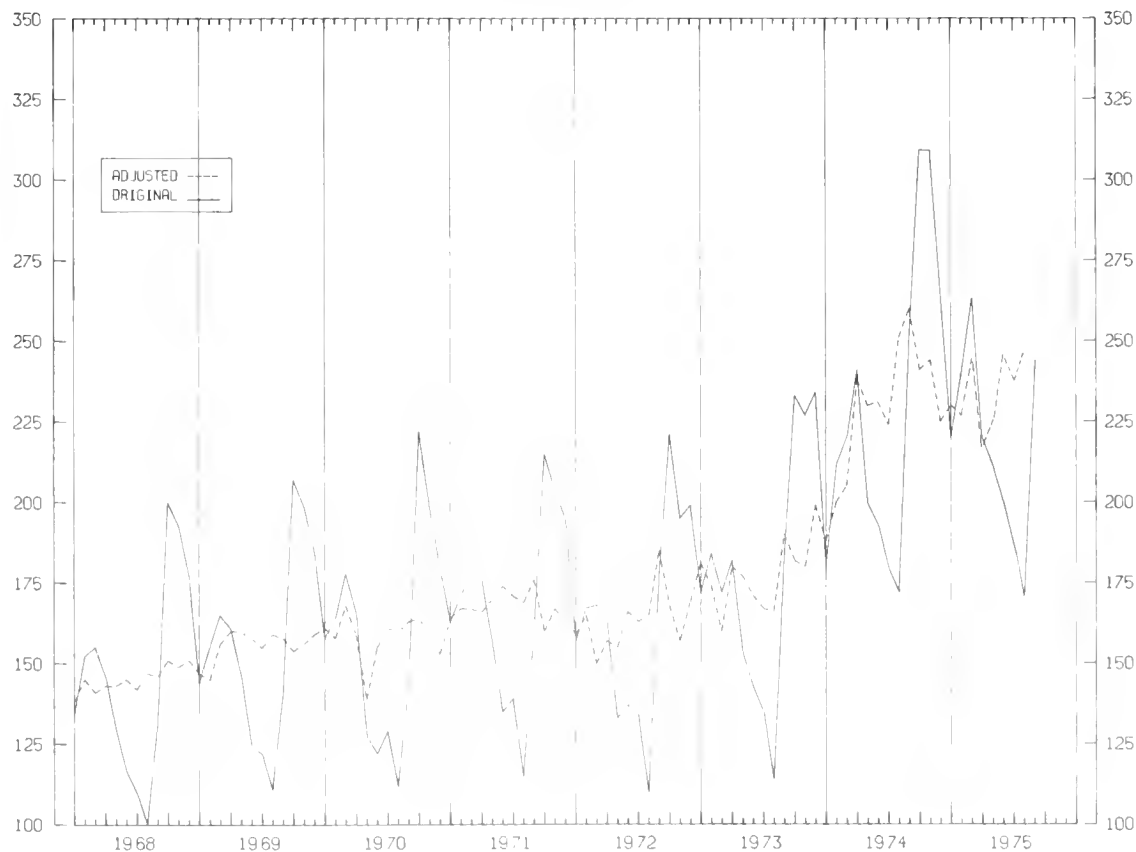
SERIES: M20C(75)-9

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ORIGINAL SERIES-SEASONALLY ADJUSTED SERIES

(MILLIONS OF DOLLARS)



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(Millions of dollars)

Month and year	Total <sup>1</sup> (seasonally adjusted)	Total <sup>1</sup> (not seasonally adjusted)
1975		
September.....	224	297
August.....	247	245
July.....	243	168
June.....	237	183
May.....	245	202
April.....	227	207
March.....	220	221
February.....	244	250
January.....	233	246
1974		
December.....	230	220
November.....	223	265
October.....	245	309
September.....	242	309
August.....	250	251
July.....	248	172
June.....	234	180
May.....	231	193
April.....	221	200
March.....	236	241
February.....	214	220
January.....	198	211
1973		
December.....	193	180
November.....	196	234
October.....	180	227
September.....	183	233

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TABLE 2.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS,  
BY KIND OF BUSINESS AND GEOGRAPHIC AREA

ITEM	SEPT. 1975	AUG. 1975
	SALES	SALES
	(\$1,000)	(\$1,000)
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA, UNITED STATES TOTAL .....	284,333	233,612
NEW ENGLAND .....	16,410	11,810
MIDDLE ATLANTIC .....	127,005	100,537
NEW YORK AND NEW JERSEY .....	41,405	33,923
PENNSYLVANIA .....	85,600	66,614
EAST NORTH CENTRAL .....	90,555	83,730
ILLINOIS .....	74,463	69,993
OHIO AND INDIANA .....	11,126	6,769
MICHIGAN AND WISCONSIN .....	4,966	6,968
WEST NORTH CENTRAL .....	7,621	5,445
MINNESOTA, KANSAS, S. DAKOTA & NEBRASKA .....	4,810	2,908
IOWA AND MISSOURI .....	2,811	2,537
SOUTH ATLANTIC .....	13,353	11,130
MARYLAND, DISTRICT OF COLUMBIA, VIRGINIA, WEST VIRGINIA, NORTH CAROLINA, AND SOUTH CAROLINA .....	5,555	4,192
GEORGIA AND FLORIDA .....	7,798	6,938
EAST SOUTH CENTRAL (KENTUCKY, TENNESSEE, ALABAMA, AND MISSISSIPPI) .....	3,586	2,187
WEST SOUTH CENTRAL (ARKANSAS, LOUISIANA, OKLAHOMA, AND TEXAS) .....	7,450	4,835
MOUNTAIN (ARIZONA, COLORADO, IDAHO, NEW MEXICO, AND UTAH) .....	2,006	1,380
PACIFIC .....	16,347	12,558
CALIFORNIA .....	15,020	11,902
WASHINGTON AND OREGON .....	1,327	656

Note: Excludes manufacturer-retailers.

TABLE 3.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY

PRODUCT CODE	TYPE OF PRODUCT	SEPT. 1975		AUG. 1975	
		QUANTITY THOUSAND POUNDS	VALUE THOUSAND DOLLARS	QUANTITY THOUSAND POUNDS	VALUE THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS (1) (2). . . . .	264,397	216,916	210,068	176,857
20653	PACKAGE GOODS, TOTAL . . . . .	136,058	106,842	101,707	78,048
2060114	BAR GOODS. . . . .	73,324	70,117	66,050	66,517
2065201	5 CENT AND 10 CENT SPECIALTIES (3) . . . . .	24,317	23,584	19,385	18,400
2060121	BULK GOODS, INCLUDING PENNY GOODS. . . . .	30,698	16,373	22,926	13,892

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# Confectionery, Including Chocolate Products

October 1975



Issued December 1975

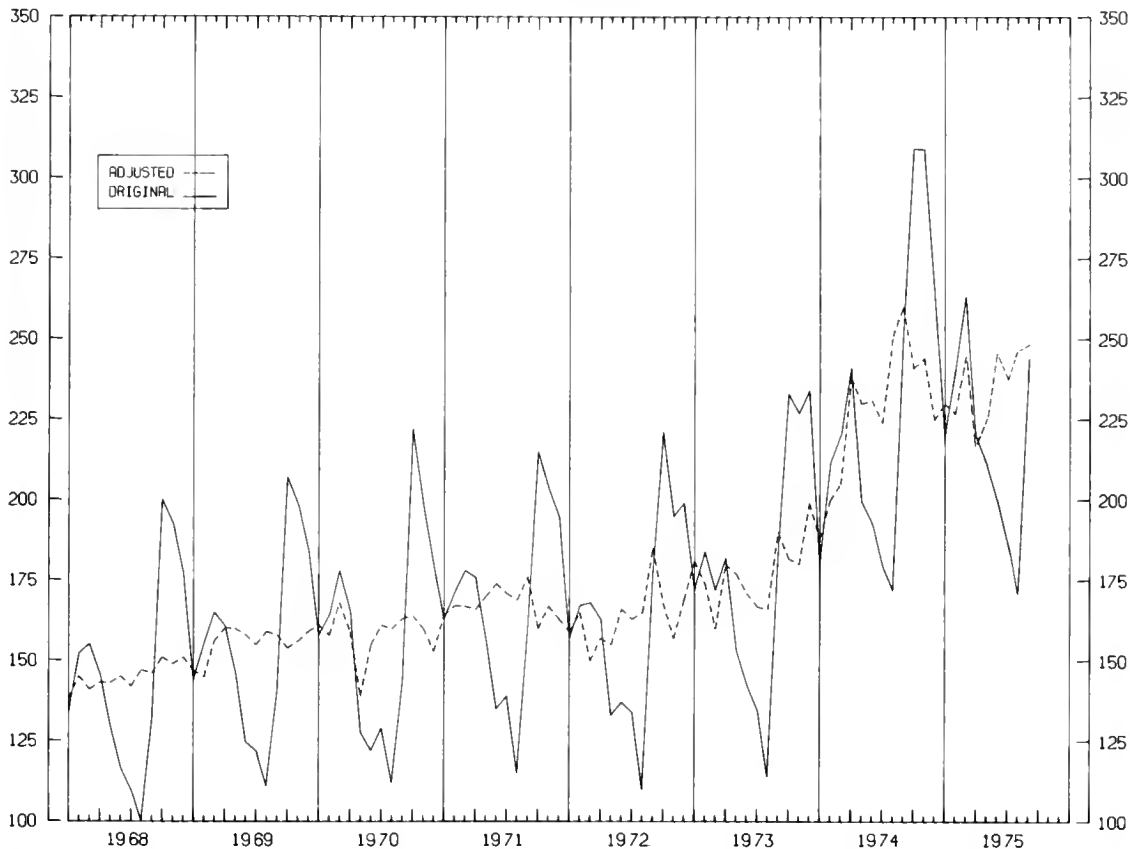
SERIES: M20C(75)-10

The statistics in table 1 of this publication are based on a survey of manufacturers and represent the entire U.S. sales of confectionery by manufacturing establishments. The data in table 2 are also complete except that manufacturer retailers are excluded. Estimates are included for establishments whose reports were not received in time for tabulation. A more complete description of the survey appears on pages 4 and 5.

## CONFECTIONERY MANUFACTURERS NET SALES, 1968-1975

ORIGINAL SERIES-SEASONALLY ADJUSTED SERIES

(MILLIONS OF DOLLARS)



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U.S. DEPARTMENT OF COMMERCE Bureau of the Census

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CONFECTIONERY: 1973 TO 1975

(Millions of dollars)

Month and year	Total <sup>1</sup> (seasonally adjusted)	Total <sup>1</sup> (not seasonally adjusted)
1975		
October.....	272	314
September.....	227	300
August.....	247	245
July.....	243	168
June.....	237	183
May.....	245	202
April.....	227	207
March.....	220	221
February.....	244	250
January.....	233	246
1974		
December.....	230	220
November.....	223	265
October.....	245	309
September.....	242	309
August.....	250	251
July.....	248	172
June.....	234	180
May.....	231	193
April.....	221	200
March.....	236	241
February.....	214	220
January.....	198	211
1973		
December.....	193	180
November.....	196	234
October.....	180	227

Note: The data shown in tables 1 and 2 of this report include from 15 to 25 percent estimation for nonresponse and for small establishments excluded from the panel.

<sup>1</sup>Data include manufacturer-retailers. See "Explanation of Terms" on page 4.

TABLE 2.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS,  
BY KIND OF BUSINESS AND GEOGRAPHIC AREA

ITEM	OCTOBER 1975	SEPTEMBER 1975
	SALES (\$1,000)	SALES (\$1,000)
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALEMS AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA, UNITED STATES TOTAL . . . . .	298,655	287,146
NEW ENGLAND . . . . .	15,574	16,371
MIDDLE ATLANTIC . . . . .	129,491	126,591
NEW YORK AND NEW JERSEY . . . . .	42,165	40,977
PENNSYLVANIA . . . . .	87,326	85,614
EAST NORTH CENTRAL . . . . .	89,302	<sup>F</sup> 94,181
ILLINOIS . . . . .	71,167	<sup>F</sup> 78,089
OHIO AND INDIANA . . . . .	13,472	11,126
MICHIGAN AND WISCONSIN . . . . .	4,663	4,966
WEST NORTH CENTRAL . . . . .	8,394	7,775
MINNESOTA, KANSAS, S. DAKOTA & NEBRASKA . . . . .	4,738	4,810
IOWA AND MISSOURI . . . . .	3,656	2,965
SOUTH ATLANTIC . . . . .	21,040	12,850
MARYLAND, DISTRICT OF COLUMBIA, VIRGINIA, WEST VIRGINIA, NORTH CAROLINA, AND SOUTH CAROLINA . . . . .	6,399	5,555
GEORGIA AND FLORIDA . . . . .	14,641	<sup>F</sup> 7,295
EAST SOUTH CENTRAL (KENTUCKY, TENNESSEE, ALABAMA, AND MISSISSIPPI) . . . . .	6,382	3,586
WEST SOUTH CENTRAL (ARKANSAS, LOUISIANA, OKLAHOMA, AND TEXAS) . . . . .	10,718	7,443
MOUNTAIN (ARIZONA, COLORADO, IDAHO, NEW MEXICO, AND UTAH) . . . . .	2,612	2,006
PACIFIC . . . . .	15,142	16,343
CALIFORNIA . . . . .	13,523	15,012
WASHINGTON AND OREGON . . . . .	1,619	1,331

Note Excludes manufacturer-retailers.

<sup>F</sup>Revised by 5 percent or more from previously published figures.

TABLE 3.--POUNDAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY

PRODUCT CODE	TYPE OF PRODUCT	OCTOBER 1975		SEPTEMBER 1975	
		QUANTITY — THOUSAND POUNDS	VALUE — THOUSAND DOLLARS	QUANTITY — THOUSAND POUNDS	VALUE — THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS. . . . .	251,248	212,666	271,217	220,702
20653	PACKAGE GOODS TOTAL. . . . .	125,453	101,531	143,934	111,144
	\$1.00 OR MORE PER POUND. . . . .	63,636	66,910	69,531	73,362
2060114	BAR GOODS. . . . .	76,624	72,828	73,513	70,269
2065201	5 CENT AND 10 CENT SPECIALTIES. . . . .	25,295	24,824	23,842	23,300
2060121	BULK GOODS, INCLUDING PENNY GOODS. . . . .	23,876	13,483	29,928	15,989

### DESCRIPTION OF SURVEY

The statistics in this publication were collected on Census monthly Form M20C.1, "Confectionery Survey by Type of Confectionery," and Census monthly Form M20C.2, "Confectionery Survey" from a sample of approximately 330 confectionery manufacturing establishments which account for approximately 90 percent of the total U.S. manufacturers' sales of confectionery products. The proportion estimated for the establishments which are not on the reporting panel varies by State and is based on their sales as reported in the 1967 Census of Manufactures.

The statistics presented in table 1 represent industry total sales figures which are based on the combined monthly sales totals reported by the panel and which include estimates.

Approximately 250 of the respondents are mailed form M20C.2 on which the total monthly sales figure is the only item reported. The remaining establishments on the panel, which form a group of about 80 of the large manufacturer-wholesaler and chocolate-manufacturing concerns, report on form M20C.1 on which detail by type of confectionery is requested in

addition to the total sales figure. Aggregate figures for this group are presented in table 2. Comparison of table with the second column of table 1 shows that the respondents of form M20C.1 account for 55 to 60 percent of the total estimated sales.

The current month's figures include estimates for respondents in the reporting panel whose reports were not received in time for tabulation as well as for small respondents excluded from the panel. Missing figures for companies in the reporting panel are imputed from the month-to-month movements shown by reporting firms. The overall imputation rate is generally limited to 25 percent, including about 10 percent for small respondents excluded from the monthly panel. Individual items with higher imputation rates are footnoted.

The imputation rate is not an explicit indicator of the potential error in published figures due to non-response, both because the actual monthly movements for nonrespondents may or may not closely agree with the imputed movements, and because the estimates for nonpanel cases may not reflect their current activity. The probable range of difference between the actual and imputed figures is unknown. The degree of uncertainty regarding the accuracy of the data, however, increases as the percentage of imputation increases. Figures with imputation rates above 25 percent, particularly, should be used with caution.

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### REPORTING PERIOD ADJUSTMENT

Beginning January 1971 the data were adjusted for number of working days in the reporting period to compensate for differences in individual company reporting patterns (i.e., calendar month, 4-week, 5-week periods). Based on a study of large confectionery manufacturers, it has been determined that the calendar month accounting system prevails in the industry. Hence, adjustments have been made to those reporting on other than a calendar month basis.

### SEASONAL ADJUSTMENT

This report presents seasonally adjusted data in table 1. The seasonal adjustment program largely eliminates the effect of normal seasonal variations (including variations due to vacations, weather, etc.) as measured over the time period for which the data were used. The resulting information thus provides a better measure than the original data of the month-to-month variations which are due to factors that are not associated with a repetitive seasonal pattern. This program is amply described in the literature on this method.

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**Sales of Manufacturer-Wholesalers** and chocolate-manufacturer sales represent f.o.b. plant value and exclude resales of goods purchased from other manufacturers or received from other plants of the reporting company.

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**Products**—In this survey, data are collected only for consumer type confectionery goods. Such data exclude cough drops, medicated candy, chewing gum, roasted peanuts, unsweetened popcorn, and fountain syrup.

**Bar Goods**—Bar goods includes plain, coated and molded bars with or without nuts which are wrapped with not more than two pieces to the individual consumer unit; the consumer units are retailed separately or in economy packages.

**Bulk Goods**—Bulk goods includes penny goods, hard candies, coated nuts, peanut brittle, unpackaged chocolates, etc., usually wholesaled in containers over 5 pounds and weighted out by the retailer to be sold by the pound or fraction thereof.

**Packaged Goods**—This includes assorted chocolate and other confections packaged in consumer-type boxes, bags, window boxes, etc., designed to retail at \$1 or more, 50 cents to 99 cents, and less than 50 cents per pound. Miniature bars are included here as are packages of marshmallows, sugar coated popcorn, and similar packaged confections.

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# Confectionery, Including Chocolate Products

November 1975



Issued January 1976

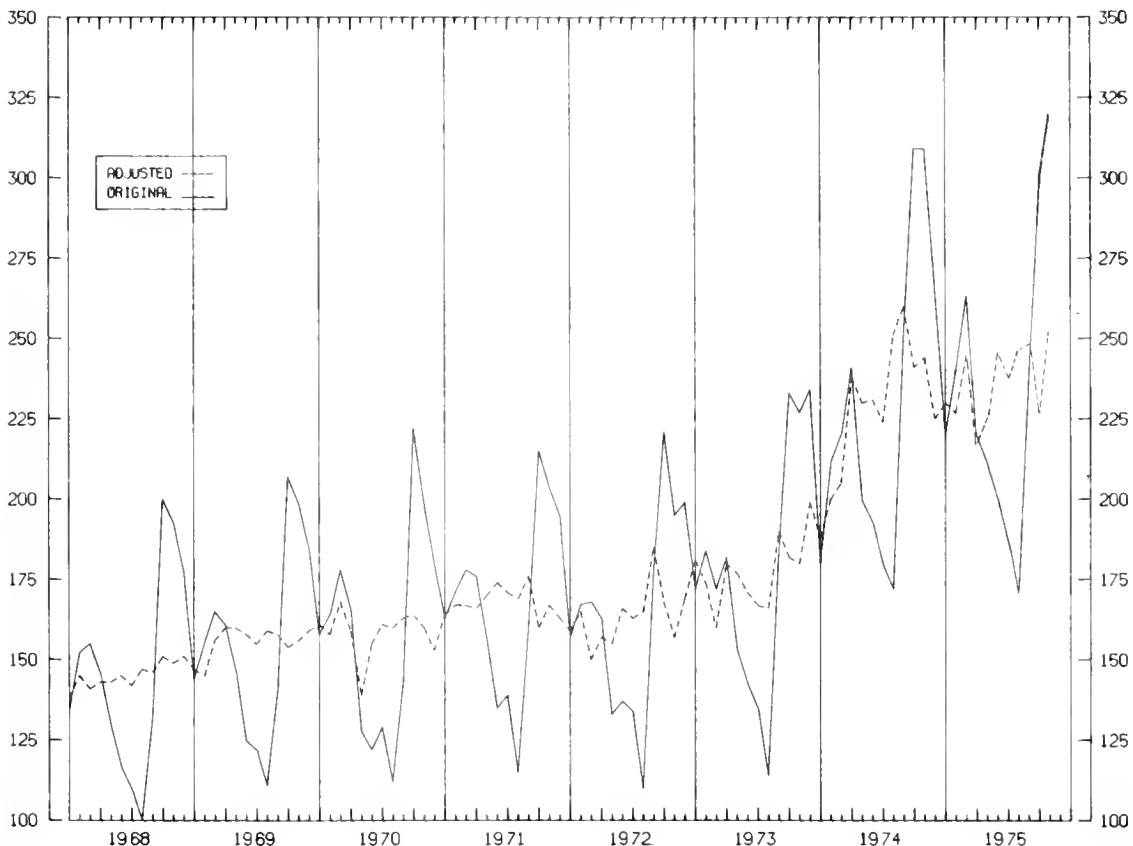
SERIES: M20C(75)-11

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## CONFECTIONERY MANUFACTURERS NET SALES, 1968-1975

ORIGINAL SERIES-SEASONALLY ADJUSTED SERIES

(MILLIONS OF DOLLARS)



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CONFECTIONERY: 1973 TO 1975

(Millions of dollars)

Month and year	Total <sup>1</sup> (seasonally adjusted)	Total <sup>1</sup> (not seasonally adjusted)
<b>1975</b>		
November.....	218	251
October.....	252	316
September.....	227	300
August.....	247	245
July.....	243	168
June.....	237	183
May.....	245	202
April.....	227	207
March.....	220	221
February.....	244	250
January.....	233	246
<b>1974</b>		
December.....	230	220
November.....	223	265
October.....	245	309
September.....	242	309
August.....	250	251
July.....	248	172
June.....	234	180
May.....	231	193
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<b>1973</b>		
December.....	193	180
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Note: The data shown in tables 1 and 2 of this report include from 15 to 25 percent estimation for nonresponse and for small establishments excluded from the panel.

<sup>1</sup>Data include manufacturer-retailers. See "Explanation of Terms" on page 4.

TABLE 2.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS,  
BY KIND OF BUSINESS AND GEOGRAPHIC AREA

ITEM	NOVEMBER 1975 SALES (\$1,000)	OCTOBER 1975 SALES (\$1,000)
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA, UNITED STATES TOTAL . . . . .	228,034	300,330
NEW ENGLAND . . . . .	11,565	15,574
MIDDLE ATLANTIC . . . . .	94,724	129,790
NEW YORK AND NEW JERSEY . . . . .	32,045	42,164
PENNSYLVANIA . . . . .	62,679	87,626
EAST NORTH CENTRAL . . . . .	60,095	90,673
ILLINOIS . . . . .	49,007	72,538
OHIO AND INDIANA . . . . .	8,161	13,472
MICHIGAN AND WISCONSIN . . . . .	2,927	4,663
WEST NORTH CENTRAL . . . . .	12,574	8,394
MINNESOTA, KANSAS, S. DAKOTA & NEBRASKA . . . . .	10,709	4,738
IOWA AND MISSOURI . . . . .	1,865	3,656
SOUTH ATLANTIC . . . . .	20,172	21,056
MARYLAND, DISTRICT OF COLUMBIA, VIRGINIA, WEST VIRGINIA, NORTH CAROLINA, AND SOUTH CAROLINA . . . . .	12,251	6,415
GEORGIA AND FLORIDA . . . . .	7,921	14,641
EAST SOUTH CENTRAL (KENTUCKY, TENNESSEE, ALABAMA, AND MISSISSIPPI) . . . . .	3,886	6,382
WEST SOUTH CENTRAL (ARKANSAS, LOUISIANA, OKLAHOMA, AND TEXAS) . . . . .	8,614	10,718
MOUNTAIN (ARIZONA, COLORADO, IDAHO, NEW MEXICO, AND UTAH) . . . . .	1,987	2,612
PACIFIC . . . . .	11,417	15,131
CALIFORNIA . . . . .	10,286	13,312
WASHINGTON AND OREGON . . . . .	1,131	1,819

TABLE 3.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY

PRODUCT CODE	TYPE OF PRODUCT	NOVEMBER 1975		OCTOBER 1975	
		QUANTITY THOUSAND POUNDS	VALUE THOUSAND DOLLARS	QUANTITY THOUSAND POUNDS	VALUE THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS. . . . .	191,935	160,295	252,536	213,648
20653	PACKAGE GOODS, TOTAL . . . . .	106,467	87,221	126,536	102,334
2060114	BAR GOODS. . . . .	48,008	45,186	76,624	72,828
2065201	5 CENT AND 10 CENT SPECIALTIES . . . . .	16,624	16,252	25,254	24,824
2060121	BULK GOODS, INCLUDING PENNY GOODS. . . . .	20,836	11,636	24,122	13,662

### DESCRIPTION OF SURVEY

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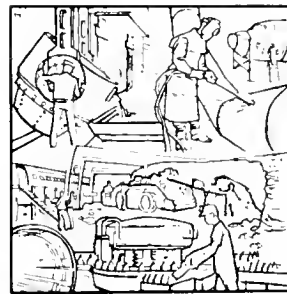
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# Confectionery, Including Chocolate Products

## December 1975



Issued February 1976

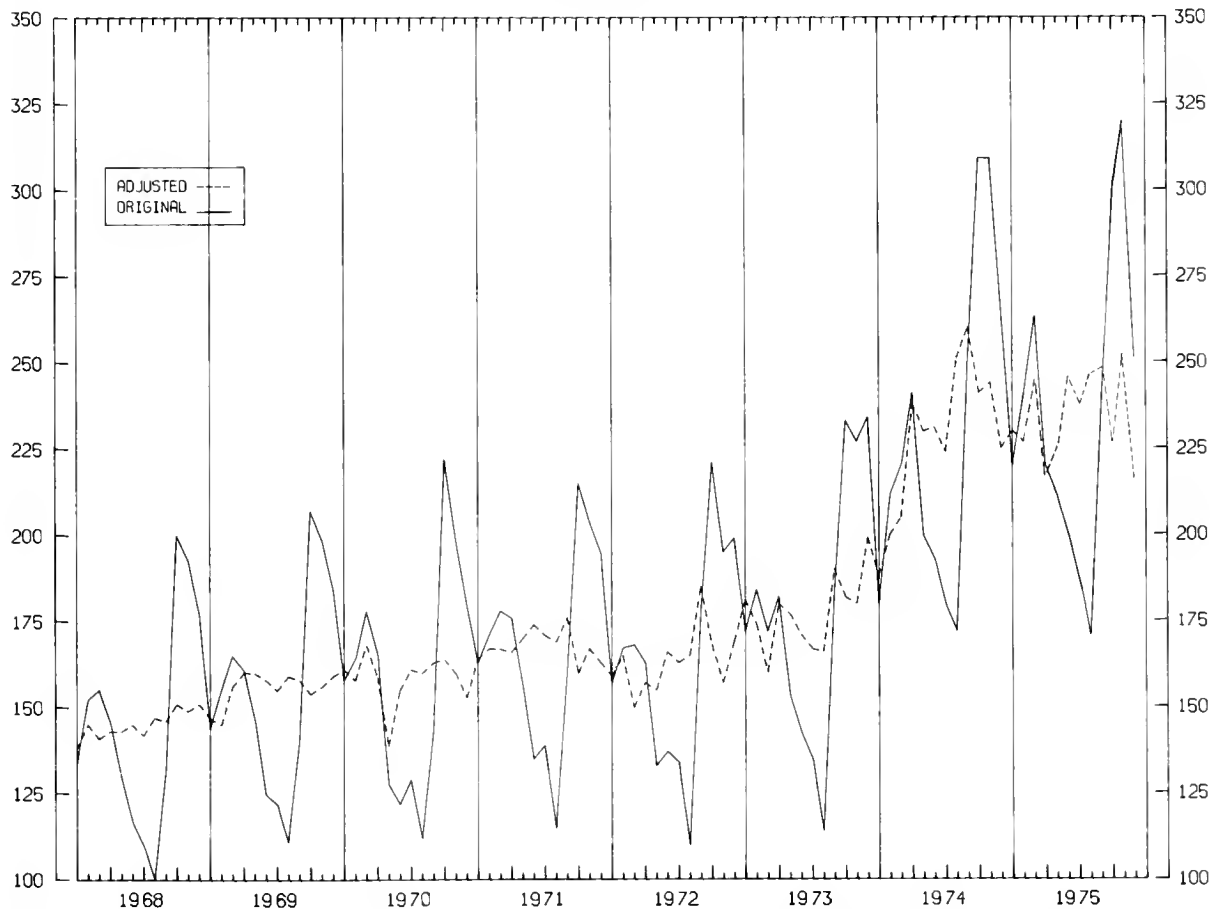
SERIES: M20C(75)-12

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ORIGINAL SERIES-SEASONALLY ADJUSTED SERIES

(MILLIONS OF DOLLARS)



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(Millions of dollars)

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December.....	241	236
November.....	218	251
October.....	252	316
September.....	227	300
August.....	247	245
July.....	243	168
June.....	237	183
May.....	245	202
April.....	227	207
March.....	220	221
February.....	244	250
January.....	233	246
1974		
December.....	230	220
November.....	223	265
October.....	245	309
September.....	242	309
August.....	250	251
July.....	248	172
June.....	234	180
May.....	231	193
April.....	221	200
March.....	236	241
February.....	214	220
January.....	198	211
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December.....	193	180

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TABLE 2.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS,  
BY KIND OF BUSINESS AND GEOGRAPHIC AREA

ITEM	DECEMBER 1975	NOVEMBER 1975
	SALES	SALES
	(\$1,000)	(\$1,000)
MANUFACTURES NET SALES OF CONFECTIONERY, TOTAL . . . . .	235,700	250,839
ESTIMATED SALES OF MANUFACTURES - RETAILERS, TOTAL . . . . .	49,393	22,971
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA, UNITED STATES TOTAL . . . . .	186,307	227,868
NEW ENGLAND . . . . .	10,742	11,556
MIDDLE ATLANTIC . . . . .	81,938	94,722
NEW YORK AND NEW JERSEY . . . . .	27,247	32,043
PENNSYLVANIA . . . . .	54,691	62,679
EAST NORTH CENTRAL . . . . .	49,400	59,679
ILLINOIS . . . . .	41,290	48,591
OHIO AND INDIANA . . . . .	5,134	8,161
MICHIGAN AND WISCONSIN . . . . .	2,976	2,927
WEST NORTH CENTRAL . . . . .	8,702	12,674
MINNESOTA, KANSAS, S. DAKOTA & NEBRASKA . . . . .	6,864	10,809
IOWA AND MISSOURI . . . . .	1,838	1,865
SOUTH ATLANTIC . . . . .	12,716	20,172
MARYLAND, DISTRICT OF COLUMBIA, VIRGINIA, WEST VIRGINIA, NORTH CAROLINA, AND SOUTH CAROLINA . . . . .	7,768	12,251
GEORGIA AND FLORIDA . . . . .	4,948	7,921
EAST SOUTH CENTRAL (KENTUCKY, TENNESSEE, ALABAMA, AND MISSISSIPPI) . . . . .	2,434	4,130
WEST SOUTH CENTRAL (ARKANSAS, LOUISIANA, OKLAHOMA, AND TEXAS) . . . . .	6,968	8,614
MOUNTAIN (ARIZONA, COLORADO, IDAHO, NEW MEXICO, AND UTAH) . . . . .	3,181	4,987
PACIFIC . . . . .	10,226	11,334
CALIFORNIA . . . . .	9,016	10,034
WASHINGTON AND OREGON . . . . .	1,210	1,300

TABLE 3.--POUNDAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY

PRODUCT CODE	TYPE OF PRODUCT	DECEMBER 1975		NOVEMBER 1975	
		QUANTITY THOUSAND POUNDS	VALUE THOUSAND DOLLARS	QUANTITY THOUSAND POUNDS	VALUE THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS. . . . .	164,735	137,190	191,349	160,067
20653--	PACKAGE GOODS. . . . .	78,481	62,176	106,196	87,143
2060114	BAR GOODS. . . . .	53,486	49,946	48,008	45,186
2065201	5 CENT AND 10 CENT SPECIALTIES . . . . .	15,764	15,861	16,634	16,261
2060121	BULK GOODS, INCLUDING PENNY GOODS. . . . .	17,004	9,207	20,511	11,477

### DESCRIPTION OF SURVEY

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The statistics presented in table 1 represent industry total sales figures which are based on the combined monthly sales totals reported by the panel and which include estimates.

Approximately 250 of the respondents are mailed form M20C.2 on which the total monthly sales figure is the only item reported. The remaining establishments on the panel, which form a group of about 80 of the large manufacturer-wholesaler and chocolate-manufacturing concerns, report on form M20C.1 on which detail by type of confectionery is requested in

addition to the total sales figure. Aggregate figures for this group are presented in table 2. Comparison of table with the second column of table 1 shows that the respondents of form M20C.1 account for 55 to 60 percent of the total estimated sales.

The current month's figures include estimates for respondents in the reporting panel whose reports were not received in time for tabulation as well as for small respondents excluded from the panel. Missing figures for companies in the reporting panel are imputed from the month-to-month movements shown by reporting firms. The overall imputation rate is generally limited to 25 percent, including about 10 percent for small respondents excluded from the monthly panel. Individual items with higher imputation rates are footnoted.

The imputation rate is not an explicit indicator of the potential error in published figures due to non-response, both because the actual monthly movements for nonrespondents may or may not closely agree with the imputed movements, and because the estimates for nonpanel cases may not reflect their current activity. The probable range of difference between the actual and imputed figures is unknown. The degree of uncertainty regarding the accuracy of the data, however, increases as the percentage of imputation increases. Figures with imputation rates above 25 percent, particularly, should be used with caution.

Statistics for previous months may be revised, due to receipt of corrected data from respondents, including large reports for which estimates were made, and other corrections. Figures which were revised significantly are indicated by footnotes.

### REPORTING PERIOD ADJUSTMENT

Beginning January 1971 the data were adjusted for number of working days in the reporting period to compensate for differences in individual company reporting patterns (i.e., calendar month, 4-week, 5-week periods). Based on a study of large confectionery manufacturers, it has been determined that the calendar month accounting system prevails in the industry. Hence, adjustments have been made to those reporting on other than a calendar month basis.

### SEASONAL ADJUSTMENT

This report presents seasonally adjusted data in table 1. The seasonal adjustment program largely eliminates the effect of normal seasonal variations (including variations due to vacations, weather, etc.) as measured over the time period for which the data were used. The resulting information thus provides a better measure than the original data of the month-to-month variations which are due to factors that are not associated with a repetitive seasonal pattern. This program is amply described in the literature on this method.

### RELATED REPORTS

An annual Current Industrial Report which includes only summary data is published in this series. This report consists partly of totals from the monthly reports and partly of data obtained as the result of a joint survey by the Bureau of the Census and Bureau of Domestic Commerce. In this joint undertaking, various statistics on confectionery are collected on Census Form MA-20D. The results of the survey are published in detail in a report entitled, "Confectionery Manufacturers, Sales and Distribution" published by the Bureau of Domestic Commerce.

### EXPLANATION OF TERMS

**Manufacturer-Wholesalers**—Confectionery manufacturing establishments which sell primarily to wholesalers or retailers. This category includes chocolate manufacturers

**Manufacturer-Retailers**—Confectionery manufacturing establishments which sell primarily through their own retail outlets. Establishments which have only one retail outlet are not classified in manufacturing.

**Sales of Manufacturer-Wholesalers** and chocolate-manufacturer sales represent f.o.b. plant value and exclude resales of goods purchased from other manufacturers or received from other plants of the reporting company.

**Sales of Manufacturer-Retailers** represent the value of goods transferred to retail outlets; they are approximately the commercial wholesale sales value and not the retail price to the consumer.

**Products**—In this survey, data are collected only for consumer type confectionery goods. Such data exclude cough drops, medicated candy, chewing gum, roasted peanuts, unsweetened popcorn, and fountain syrup.

**Bar Goods**—Bar goods includes plain, coated and molded bars with or without nuts which are wrapped with not more than two pieces to the individual consumer unit; the consumer units are retailed separately or in economy packages.

**Bulk Goods**—Bulk goods includes penny goods, hard candies, coated nuts, peanut brittle, unpackaged chocolates, etc., usually wholesaled in containers over 5 pounds and weighted out by the retailer to be sold by the pound or fraction thereof.

**Packaged Goods**—This includes assorted chocolate and other confections packaged in consumer-type boxes, bags, window boxes, etc., designed to retail at \$1 or more, 50 cents to 99 cents, and less than 50 cents per pound. Miniature bars are included here as are packages of marshmallows, sugar coated popcorn, and similar packaged confections.

**5-Cent and 10-Cent Specialties**—These are confectionery items of more than two pieces to the individual consumer-unit and novelty items, intended to retail at the above prices. Rolls or packets of mints, fruit drops, holiday novelties, candy toys and similar types of confections are included but cough drops and chewing gum are excluded.



56. 216:

## CURRENT INDUSTRIAL REPORTS

# Confectionery, Including Chocolate Products

### Summary for 1975



Issued June 1976

Series: M20C(75)-13

#### SUMMARY OF FINDINGS

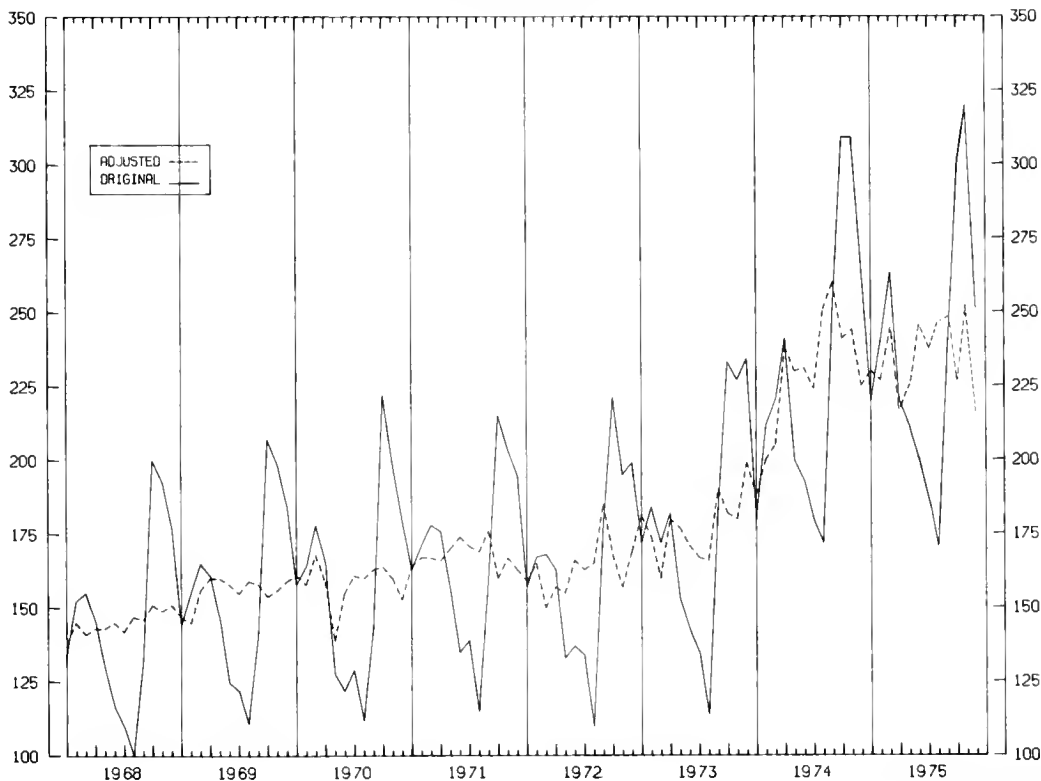
Total value of shipments of confectionery for 1975 increased 2 percent from 1974. Increases were shown for all areas except package goods made to retail at less than \$0.50 per pound which showed a 30 percent decrease from 1974 to 1975. While value of shipments

increased for all categories except one, the majority of the quantity of shipments categories showed decreased resulting in higher average prices per pound. Only 5- and 10-cent specialties and package goods made to retail at \$1.00 or more per pound posted increases in quantity of shipments.

#### CONFECTIONERY MANUFACTURERS NET SALES, 1968-1975

ORIGINAL SERIES-SEASONALLY ADJUSTED SERIES

(MILLIONS OF DOLLARS)



Inquiries concerning these figures should be addressed to the U.S. Department of Commerce, Bureau of the Census Industry Division, Washington, D.C. 20233, or Call Carole Klein, (301) 763-7541.



U.S. Department of Commerce BUREAU OF THE CENSUS

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## DESCRIPTION OF SURVEY

Statistics in this publication are estimated industry totals based on monthly reports on Bureau of the Census Forms M20C.1 and M20C.2 from approximately 330 manufacturers of confectionery and competitive chocolate products. Approximately 250 of the respondents are mailed form M20C.2 on which the total monthly sales figures is the only item reported. The remaining establishments on the panel, which form a group of about 80 of the large manufacturers - Wholesales and chocolate manufacturing concerns report on form M20C.1 on which detail by type of confectionery is requested in addition to the total sales figure.

The data from these respondents account for about 90% of the total U.S. manufacturer's sales of confectionery products. The proportion estimated for the establishments which are not on the reporting panel varies by State and is based on their sales as reported in the 1972 Census of Manufactures. In addition, detailed annual reports on sales by type of confectionery, ingredients used, and sales by class of customer were collected on an annual basis on Census Form MA-20D from a reporting panel of large establishments.

The figures include estimates for respondents in the reporting panel whose reports were not received in time for tabulation as well as for small respondents excluded from the panel. Missing figures for companies in the reporting panel are imputed from the month-to-month movements shown by reported firms. The overall imputation rate is generally limited to 25 percent, including about 10 percent for small respondents excluded from the monthly panel.

Beginning January 1971 the data were adjusted for number of working days in the reporting period to compensate for differences in individual company reporting patterns (i.e., calendar month, 4-week, 5-week periods). Based on a study of large confectionery manufacturers, it has been determined that the calendar month accounting system prevails in the industry. Hence, adjustments have been made to those reporting on other than a calendar month basis.

This report presents seasonally adjusted data in table 2. The seasonal adjustment program largely eliminates the effect of normal seasonal variations (including variations due to vacations, weather, etc.) as measured over the time period for which the data were used. The resulting information thus provides a better measure than the original data of the month-to-month variations which are due to factors that are not associated with a repetitive seasonal pattern. This program is amply described in the literature on this method.

## EXPLANATION OF TERMS

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**Sales of manufacturer-wholesalers and chocolate-manufacturer** sales represent f.o.b. plant value and exclude resales of goods purchased from other manufacturers or received from other plants of the reporting company.

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### HISTORICAL NOTES

This survey was begun in 1926 by the Bureau of the Census and has continued as a monthly report for the past 50 years. Historical data may be obtained from *Current Industrial Reports* (called *Facts for Industry* before 1959), available at your local Federal Depository Library.

### RELATED REPORTS

This report is the result of a joint effort by the Bureau of Domestic Commerce and the Bureau of the Census and includes only summary data. More detailed statistics, based on the annual survey, appear in the

report entitled, **Confectionery Manufacturer's Sales and Distribution, 1975**, published by the Bureau of Domestic Commerce.

### ACKNOWLEDGEMENTS

This report was prepared in the Industry Division, Bureau of the Census, under the direction of Robert J. Nealon, Chief, Current Nondurables Branch. Carole A. Klein, assisted by Kathy Ludgate, was directly responsible for the review of the data and preparation of the report. Milton Eisen, Chief of the Division, and James S. Werking, Assistant Chief for Current Programs, provided overall direction and coordination to this project.

Table 1A.--SUMMARY OF MANUFACTURERS' SALES OF CONFECTIONERY PRODUCTS: 1962 TO 1975

(In millions)

Year	Pounds	Value	Per capita consumption <sup>1</sup> (pounds)	Year	Pounds	Value	Per capita consumption <sup>1</sup> (pounds)
1975.....	33,567	2,830	16.3	1968.....	3,907	1,756	20.3
1974.....	3,651	2,771	17.8	1967.....	3,769	1,645	19.6
1973.....	3,807	2,141	18.6	1966.....	3,668	1,544	19.2
1972.....	3,793	1,976	18.8	1965.....	3,474	1,429	18.2
1971.....	3,870	1,974	19.3	1964.....	3,403	1,395	18.2
1970.....	3,938	1,910	19.9	1963.....	3,269	1,319	17.7
1969.....	3,968	1,870	20.2	1962.....	3,121	1,251	17.1

Note: Includes all known producers of confectionery and competitive chocolate products, except retail confectioners with a single location. From 15 to 25 percent of the data are estimated for nonresponse and for small establishments excluded from the panel.

<sup>1</sup>Production plus imports minus exports divided by population, including Armed Forces abroad, as of July 1.  
Source of population data: U.S. Bureau of the Census, "Current Population Reports," Series P-25.

Table 1B.--QUANTITY AND VALUE OF SHIPMENTS OF CONFECTIONERY PRODUCTS: 1975, 1974 AND 1973

(Quantity in millions of pounds; value in millions of dollars)

Census product class code	Class of products	CIR series MA-20D, 1975		CIR series MA-20D, 1974		CIR series MA-20D, 1973	
		Quantity	Value	Quantity	Value	Quantity	Value
	TOTAL.....	3,356.7	2,830.0	3,651.4	2,771.0	3,806.8	2,141.0
	Not reported <sup>1</sup> .....	300.0	227.9	443.4	441.6	307.0	223.1
	Reported.....	3,056.7	2,602.1	3,208.0	2,329.4	3,499.8	1,917.8
20651	Bar goods.....	932.2	895.5	938.3	737.1	1,062.3	633.0
20652	5- and 10-cent specialties.....	339.1	290.7	333.3	244.1	370.2	215.0
20653	Package goods made to retail at:						
	\$1.00 or more per pound.....	644.4	790.4	620.9	704.9	291.3	338.5
	\$0.50 to \$0.99 per pound.....	416.2	288.5	439.0	256.0	693.8	374.7
	Less than \$0.50 per pound.....	368.9	132.0	471.6	188.2	601.8	181.3
20654	Bulk goods.....	258.9	146.4	292.7	141.2	330.3	115.9
20655	Penny goods.....	97.0	58.6	112.2	57.9	150.1	59.5

(X) Not applicable.

<sup>1</sup>Quantity estimates for the not reported category are derived from reports of respondents reporting both quantity and value on a geographical basis. For 1974, these reports accounted for approximately 88 percent of the total confectionery manufacturers sales whereas in 1975 these reports accounted for 91 percent of total sales. For further information, see footnote 1, table 4.

Table 2.--VALUE OF MANUFACTURERS' SALES OF CONFECTIONERY PRODUCTS, BY MONTH: 1975 AND 1974

(Millions of dollars)

Month	1975		1974	
	Seasonally adjusted	Unadjusted	Seasonally adjusted	Unadjusted
TOTAL.....	(X)	2,830	(X)	2,771
January.....	233	246	198	211
February.....	244	250	214	220
March.....	220	221	236	241
April.....	227	207	221	200
May.....	245	202	231	193
June.....	237	183	234	180
July.....	243	168	248	172
August.....	247	245	250	251
September.....	227	300	242	309
October.....	252	316	245	309
November.....	218	251	223	265
December.....	246	241	230	220

(X) Not applicable.

Table 3.--TOTAL CONFECTIONERS' SHIPMENTS BY KIND OF BUSINESS AND AREA OF PLANT LOCATION: 1975 AND 1974

Item	1975		1974		Average unit value (dollars)	
	Pounds (1,000)	Value <sup>1</sup> (\$1,000)	Pounds (1,000)	Value <sup>1</sup> (\$1,000)	1975	1974
UNITED STATES, TOTAL.....	3,356,732	2,830,000	3,651,407	2,771,000	.84	.76
By kind of business:						
Manufacturer-retailers.....	110,499	220,998	98,688	170,418	2.00	1.73
Manufacturer-wholesalers including chocolate manufacturers.....	3,246,233	2,609,002	3,552,719	2,600,582	.80	.73
MANUFACTURER-WHOLESALEERS INCLUDING CHOCOLATE-MANUFACTURERS BY AREA OF PLANT LOCATION.....	3,246,233	2,609,002	3,552,719	2,600,582	.80	.76
New England.....	198,489	152,837	273,389	208,268	.77	.76
Middle Atlantic, total.....	(S)	1,125,275	1,323,992	1,107,917	(S)	.84
New York and New Jersey.....	(S)	378,097	517,453	381,467	(S)	.74
Pennsylvania.....	685,484	747,178	806,539	726,450	1.09	.90
East North Central, total.....	1,090,941	781,850	1,249,330	755,029	.72	.60
Illinois.....	943,209	650,814	1,052,458	622,319	.69	.59
Ohio and Indiana.....	105,640	87,681	134,833	75,911	.83	.56
Michigan and Wisconsin.....	42,092	43,355	62,039	56,799	1.03	.92
West North Central, total.....	(S)	94,480	137,559	96,770	(S)	.70
Minnesota, Kansas, South Dakota and Nebraska.....	(S)	63,089	108,356	61,112	(S)	.56
Iowa and Missouri.....	20,384	31,391	29,203	35,658	1.54	1.22
South Atlantic, total.....	187,840	164,542	206,524	156,269	.88	.76
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	80,869	76,826	107,103	84,487	.95	.79
Georgia and Florida.....	106,971	87,716	99,421	71,782	.82	.72
East South Central (Kentucky, Tennessee, Alabama, and Mississippi).....	49,782	33,852	55,907	27,875	.68	.50
West South Central (Arkansas, Louisiana, Oklahoma, and Texas).....	(S)	78,782	67,850	74,628	(S)	1.10
Mountain (Arizona, Colorado, Idaho, New Mexico, and Utah).....	39,467	31,574	46,055	28,628	.80	.62
Pacific (California, Washington, Oregon, and Hawaii).....	173,583	145,810	192,113	145,198	.84	.76

Note: Manufacturer-retailers include only those with 2 or more outlets.

<sup>1</sup>Revised. (S) Does not meet publication standards.

<sup>2</sup>Value figures in this table are summations of revised corresponding figures published in the monthly M20C series.

Proportion estimated for establishments not on the reporting panel varies by geographic area. For the United States approximately 14 percent of the total value was estimated for 1975. In order to estimate quantity data, unit values were computed by geographic areas from the annual data collected on Census Form MA-20D. By applying these unit values to the corresponding value figures on the table, poundage data for each area were estimated. The reported quantities accounted for 84 percent of the estimated total.

Table 4.--CONFECTIONERY--SHIPMENTS, EXPORTS, IMPORTS, AND APPARENT CONSUMPTION: 1975 AND 1974

Manufacturers' shipments represent quantity and value (f.o.b. plant) of physical shipments, including interplant transfers, from establishments during each year. Export values are values at seaport, border point, or airport of exportation, they are based on selling price, including freight, insurance, and other charges to the port of exportation. Import values are generally the market prices in the foreign country and exclude U.S. import duties, transportation, and insurance costs. Total import values and unit values of imported commodities would thus tend to be understated relative to domestic output. Because manufacturers' shipments of certain products may be used as materials for incorporation into other products, it may not be valid to compare exports and imports with shipments for combinations of product groups. See "Limitations on the Comparison of Export, Import, and Output Data."

Item	Year	Manufacturers' shipments		Exports of domestic merchandise <sup>1</sup>		Percent exports to manufacturers' shipments		Imports for consumption <sup>2</sup>		Calculated import duty	Apparent consumption <sup>3</sup>		Percent imports to apparent consumption	
		Quantity (1,000 pounds)	Value f.o.b. plant (\$1,000)	Quantity (1,000 pounds)	Value at port (\$1,000)	Quantity	Value	Quantity (1,000 pounds)	Value in foreign country (\$1,000)		Quantity (1,000 pounds)	Value \$1,000	Quantity	Value
Confectionery <sup>4</sup>	1975	3,356,732	2,830,000	33,554	25,432	1.0	0.9	141,289	101,423	(NA)	3,464,467	2,905,991	4.08	3.49
	1974	3,651,407	2,771,000	38,921	24,415	1.1	0.9	161,545	90,054	(NA)	3,774,031	2,836,639	4.28	3.17

<sup>1</sup>Source: Bureau of the Census Report FT 410, U.S. Exports Schedule B Commodity and Country. Schedule B numbers 0620115 and 0730020.

<sup>2</sup>Source: Bureau of the Census Report FT 146, U.S. Imports for Consumption and General Imports; TSUSA codes, 1563020, 1563040, 1571020, and 1571040.

<sup>3</sup>Apparent consumption is derived by subtracting exports from the total manufacturers' shipments plus imports.

<sup>4</sup>The import/export data shown in this table are directly related to the products reported on Current Industrial Report, M20C, Confectionery, including Chocolate Products. Items such as fruit glazes, popcorn, nuts, etc. are excluded.

## LIMITATIONS ON THE COMPARISON OF EXPORT, IMPORT, AND DOMESTIC OUTPUT DATA

Generally, it is somewhat easier to find a reasonable statistical basis for a comparison of exports with domestic output than for a comparison of imports with domestic output. Aside from the differences in the basic commodity classifications used, there are a substantial number of imported commodities which are not produced in the United States or are produced in very small quantities. On the other hand, the merchandise exported from the United States is ordinarily produced in this country and reflects items important in output.

There are other problems affecting the comparability of the three sets of data. Differences in methods of valuation is perhaps the principal such problem. There may be elements of duplication in output data but not in imports or exports; low-value transactions are excluded from data for individual export and import commodity classifications; and a small portion of manufacturing output is not allocated to detailed commodity lines. All of these factors affect comparability to some degree. For these reasons the relationships shown in this report should be considered as only approximations.

(a) **Valuation**—Domestic producers' shipments, or production, are usually valued at the point of production—the factory, mine, or farm.

On the other hand, exports are by definition valued at the point of exportation—seaport, border point, or airport. Export values are the selling price, or cost if not sold, and include expenditures for freight, insurance, and other charges to the export point.

Further, the exporters' trade margin above costs increases the export values compared with producers' values. Information on the magnitude of this incremental margin on a commodity-by-commodity basis is not available.

The dollar value shown for imports in the basic statistics is defined ordinarily as the market value in the foreign country and excludes U.S. import duties, transportation, insurance, and other costs. In actual practice only the values reported for imports subject to an ad valorem rate of duty (accounting for 10 to 15 percent of total imports) tend to conform to this definition. For other imports, the reported values may inadvertently include ocean freight; intracompany shipments may reflect arbitrary values; etc.

Thus, import values tend to understate the unit prices at which imported goods are sold in the U.S. market, in that they do not cover transportation, insurance costs, import duties, and other costs. By the same token, the total value of imports relative to domestic output tends to be understated if viewed at the point of entry into the U.S. market. The calculated value of import duties is shown separately for each

commodity line in the table, but sufficient information is not available on the transportation, insurance, and other costs for individual commodities for those costs to be shown in this report.

(b) **Duplication in Quantity and Value of Output**—Because producers' shipments of some commodities may be used as materials for incorporation into other commodities, combinations of data for such commodities may contain a certain amount of duplication. Thus, percentages of exports to output or imports to apparent consumption (output plus imports minus exports) at 4-digit or broader levels may be understated.

Where the duplication is known to be substantial, the output data are appropriately noted in the table.

(c) **Low-Value Export and Import Transactions**—Commodity information is not shown for individual imports valued under \$251. For exports, commodity information is not reported for shipments individually valued under \$251 effective October 1969 and for shipments valued under \$100 prior to October 1969. This is believed to have only negligible effect on the statistics for the bulk of the commodities.

(d) **Manufacturers' Shipments, Not Specified by Kind**—The value of manufacturers' shipments at the 4-digit commodity level often includes a small amount which is not distributed among the individual 5-digit product classes. Export and import percentages at the more detailed levels might thus be slightly overstated.

(e) **Time Lag Between Output and Exports**—There will sometimes be a lag between the time a commodity is produced or shipped by the producer and the time it is actually exported. The time lag will usually be greater if the merchandise moves through intermediaries (wholesalers, exporters) rather than directly from producers into the export market. Ordinarily, this type of discrepancy would not be very important in annual figures.

(f) **"Direct" vs "Total" Commodity Exports**—The commodity export data in this report represent direct exports of those commodities. They do not include the exports of the commodities which are incorporated into other, more finished products and exported in finished form. Thus, by showing only direct exports, the relation of exports to output for intermediate products, such as steel shapes and forms, is considerably understated. The figure for steel exported as such, does not include steel incorporated in automobiles, tractors, etc., which are also exported.

(g) **Used Commodities**—With a few exceptions, used or rebuilt commodities are classified in the same import or export codes as is new merchandise. Percentages are thus overstated to the extent that used or rebuilt products are significant in trade.

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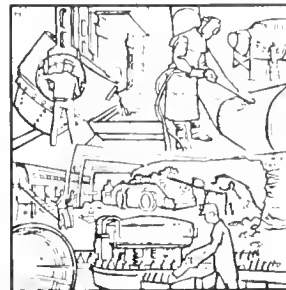


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# Confectionery, Including Chocolate Products

January 1976

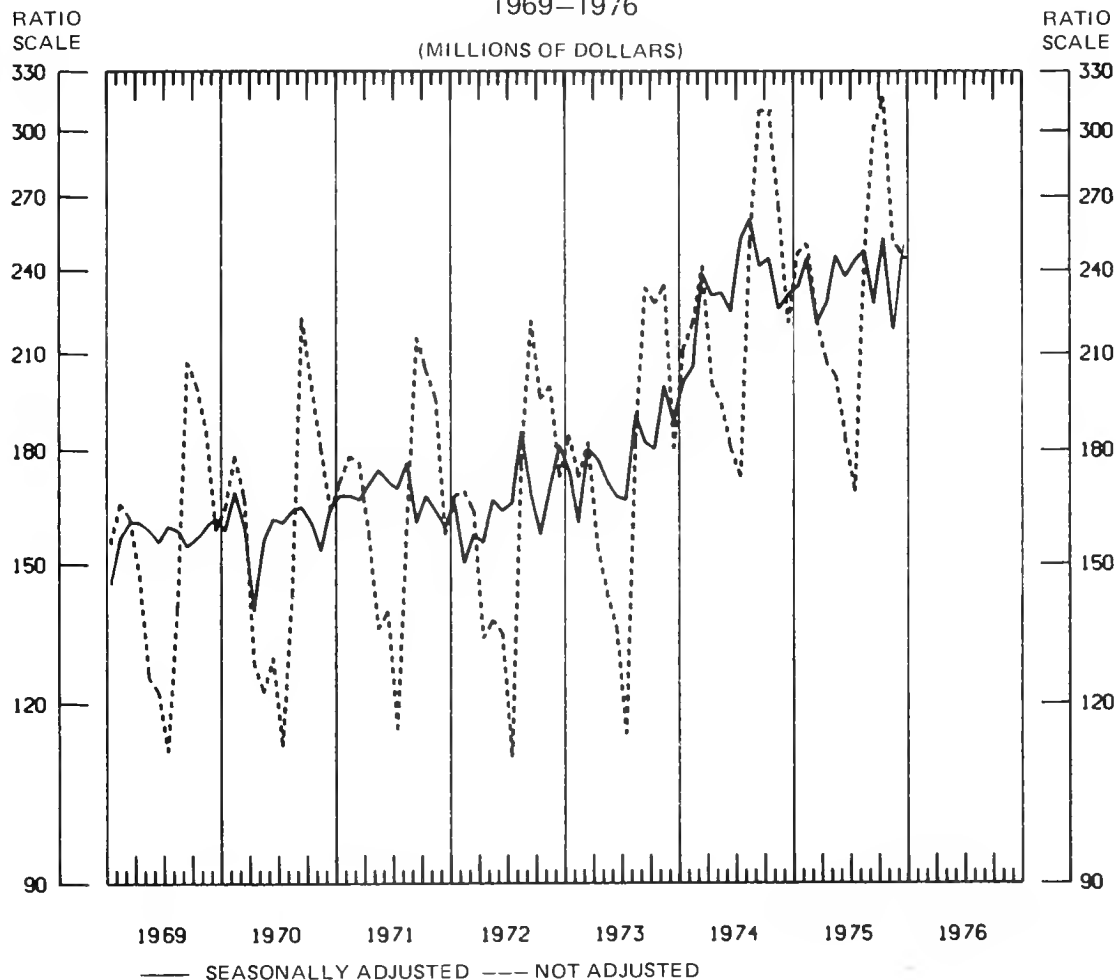


Issued March 1976

SERIES: M20C(76)-1

The statistics in table 1 of this publication are based on a survey of manufacturers and represent the entire U.S. sales of confectionery by manufacturing establishments. The data in table 2 are also complete except that manufacturer retailers are excluded. Estimates are included for establishments whose reports were not received in time for tabulation. A more complete description of the survey appears on pages 3 and 4.

## CONFECTIONARY MANUFACTURERS' NET SALES 1969-1976



Inquiries concerning these figures should be addressed to the U.S. Department of Commerce, Bureau of the Census, Industry Division, Washington, D.C. 20233, or call Carole Klein, (301) 763-7541.



U.S. DEPARTMENT OF COMMERCE Bureau of the Census

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Table 1.--SUMMARY OF MANUFACTURERS' NET SALES OF CONFECTIONERY: 1974 TO 1976

(Millions of dollars)

Month and year	Total <sup>1</sup> (seasonally adjusted)	Total <sup>1</sup> (not seasonally adjusted)	Month and year	Total <sup>1</sup> (seasonally adjusted)	Total <sup>1</sup> (not seasonally adjusted)
1976			1975--Continued		
December.....			June.....	237	183
November.....			May.....	245	202
October.....			April.....	227	207
September.....			March.....	220	221
August.....			February.....	244	250
July.....			January.....	233	246
June.....					
May.....			1974		
April.....			December.....	230	220
March.....			November.....	223	265
February.....			October.....	245	309
January.....	245	259	September.....	242	209
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1975			July.....	248	172
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July.....	243	168	January.....	198	211

Note: The data shown in tables 1 and 2 of this report include from 15 to 25 percent estimation for nonresponse and for small establishments excluded from the panel.

<sup>1</sup>Data include manufacturer-retailers. See "Explanation of Terms" on page 4.

TABLE 2.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS,  
BY KIND OF BUSINESS AND GEOGRAPHIC AREA

ITEM	JANUARY 1976	DECEMBER 1975
	SALES	SALES
	(\$1,000)	(\$1,000)
MANUFACTURES* NET SALES OF CONFECTIONERS, TOTAL . . . . .	259,406	240,589
ESTIMATED SALES OF MANUFACTURES-RETAILERS, TOTAL . . . . .	18,843	49,852
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA,		
UNITED STATES, TOTAL. . . . .	240,563	190,737
NEW ENGLAND . . . . .	17,482	14,590
MIDDLE ATLANTIC . . . . .	106,836	82,766
NEW YORK AND NEW JERSEY. . . . .	33,681	27,772
PENNSYLVANIA . . . . .	73,155	54,994
EAST NORTH CENTRAL. . . . .	65,474	49,381
ILLINOIS . . . . .	54,260	41,104
OHIO AND INDIANA . . . . .	5,110	5,134
MICHIGAN AND WISCONSIN . . . . .	6,104	3,143
WEST NORTH CENTRAL. . . . .	8,877	8,703
MINNESOTA, KANSAS, S. DAKOTA & NEBRASKA. . . . .	6,693	6,865
IOWA AND MISSOURI. . . . .	2,184	1,838
SOUTH ATLANTIC. . . . .	14,283	12,716
MARYLAND, DISTRICT OF COLUMBIA, VIRGINIA, WEST VIRGINIA, NORTH CAROLINA, AND SOUTH CAROLINA. . . . .	8,238	7,768
GEORGIA AND FLORIDA. . . . .	6,045	4,948
EAST SOUTH CENTRAL (KENTUCKY, TENNESSEE, ALABAMA, AND MISSISSIPPI). . . . .	3,104	2,287
WEST SOUTH CENTRAL (ARKANSAS, LOUISIANA, OKLAHOMA, AND TEXAS) . . . . .	9,138	6,968
MOUNTAIN (ARIZONA, COLORADO, IDAHO, NEW MEXICO, AND UTAH). . . . .	2,723	3,210
PACIFIC . . . . .	12,646	10,116
CALIFORNIA . . . . .	11,372	8,906
WASHINGTON AND OREGON. . . . .	1,274	1,210

TABLE 3.--POUNDAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY

PRODUCT CODE	TYPE OF PRODUCT	JANUARY 1976		DECEMBER 1975	
		QUANTITY THOUSAND POUNDS	VALUE THOUSAND DOLLARS	QUANTITY THOUSAND POUNDS	VALUE THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS. . . . .	197,346	178,832	169,675	141,814
20653--	PACKAGE GOODS, TOTAL . . . . .	86,790	79,316	82,633	66,070
2060114	BAR GOODS. . . . .	73,309	68,555	54,060	50,543
2065201	5 CENT AND 10 CENT SPECIALTIES . . . . .	19,338	20,584	15,814	15,923
2060121	BULK GOODS, INCLUDING PENNY GOODS. . . . .	17,909	10,377	17,168	9,278

<sup>†</sup>Revised by 5 percent or more from previously published data.

### DESCRIPTION OF SURVEY

The statistics in this publication were collected on Census monthly Form M20C.1, "Confectionery Survey by Type of Confectionery," and Census monthly Form M20C.2, "Confectionery Survey" from a sample of approximately 330 confectionery manufacturing establishments which account for approximately 90 percent of the total U.S. manufacturers' sales of confectionery products. The proportion estimated for the establishments which are not on the reporting panel varies by State and is based on their sales as reported in the 1967 Census of Manufactures.

The statistics presented in table 1 represent industry total sales figures which are based on the combined monthly sales totals reported by the panel and which include estimates.

Approximately 250 of the respondents are mailed form M20C.2 on which the total monthly sales figure is the only item reported. The remaining establishments on the panel, which form a group of about 80 of the large manufacturer-wholesaler and chocolate-manufacturing concerns, report on form M20C.1 on which detail by type of confectionery is requested in

addition to the total sales figure. Aggregate figures for this group are presented in table 2. Comparison of table with the second column of table 1 shows that the respondents of form M20C.1 account for 55 to 60 percent of the total estimated sales.

The current month's figures include estimates for respondents in the reporting panel whose reports were not received in time for tabulation as well as for small respondents excluded from the panel. Missing figures for companies in the reporting panel are imputed from the month-to-month movements shown by reporting firms. The overall imputation rate is generally limited to 25 percent, including about 10 percent for small respondents excluded from the monthly panel. Individual items with higher imputation rates are footnoted.

The imputation rate is not an explicit indicator of the potential error in published figures due to non-response, both because the actual monthly movements for nonrespondents may or may not closely agree with the imputed movements, and because the estimates for nonpanel cases may not reflect their current activity. The probable range of difference between the actual and imputed figures is unknown. The degree of uncertainty regarding the accuracy of the data, however, increases as the percentage of imputation increases. Figures with imputation rates above 25 percent, particularly, should be used with caution.

Statistics for previous months may be revised, due to receipt of corrected data from respondents, including large reports for which estimates were made, and other corrections. Figures which were revised significantly are indicated by footnotes.

### REPORTING PERIOD ADJUSTMENT

Beginning January 1971 the data were adjusted for number of working days in the reporting period to compensate for differences in individual company reporting patterns (i.e., calendar month, 4-week, 5-week periods). Based on a study of large confectionery manufacturers, it has been determined that the calendar month accounting system prevails in the industry. Hence, adjustments have been made to those reporting on other than a calendar month basis.

### SEASONAL ADJUSTMENT

This report presents seasonally adjusted data in table 1. The seasonal adjustment program largely eliminates the effect of normal seasonal variations (including variations due to vacations, weather, etc.) as measured over the time period for which the data were used. The resulting information thus provides a better measure than the original data of the month-to-month variations which are due to factors that are not associated with a repetitive seasonal pattern. This program is amply described in the literature on this method.

### RELATED REPORTS

An annual Current Industrial Report which includes only summary data is published in this series. This report consists partly of totals from the monthly reports and partly of data obtained as the result of a joint survey by the Bureau of the Census and Bureau of Domestic Commerce. In this joint undertaking, various statistics on confectionery are collected on Census Form MA-20D. The results of the survey are published in detail in a report entitled, "Confectionery Manufacturers, Sales and Distribution" published by the Bureau of Domestic Commerce.

### EXPLANATION OF TERMS

**Manufacturer-Wholesalers**—Confectionery manufacturing establishments which sell primarily to wholesalers or retailers. This category includes chocolate manufacturers.

**Manufacturer-Retailers**—Confectionery manufacturing establishments which sell primarily through their own retail outlets. Establishments which have only one retail outlet are not classified in manufacturing.

**Sales of Manufacturer-Wholesalers** and chocolate-manufacturer sales represent f.o.b. plant value and exclude resales of goods purchased from other manufacturers or received from other plants of the reporting company.

**Sales of Manufacturer-Retailers** represent the value of goods transferred to retail outlets; they are approximately the commercial wholesale sales value and not the retail price to the consumer.

**Products**—In this survey, data are collected only for consumer type confectionery goods. Such data exclude cough drops, medicated candy, chewing gum, roasted peanuts, unsweetened popcorn, and fountain syrup.

**Bar Goods**—Bar goods includes plain, coated and molded bars with or without nuts which are wrapped with not more than two pieces to the individual consumer unit; the consumer units are retailed separately or in economy packages.

**Bulk Goods**—Bulk goods includes penny goods, hard candies, coated nuts, peanut brittle, unpackaged chocolates, etc., usually wholesaled in containers over 5 pounds and weighted out by the retailer to be sold by the pound or fraction thereof.

**Packaged Goods**—This includes assorted chocolate and other confections packaged in consumer-type boxes, bags, window boxes, etc., designed to retail at \$1 or more, 50 cents to 99 cents, and less than 50 cents per pound. Miniature bars are included here as are packages of marshmallows, sugar coated popcorn, and similar packaged confections.

**5-Cent and 10-Cent Specialties**—These are confectionery items of more than two pieces to the individual consumer-unit and novelty items, intended to retail at the above prices. Rolls or packets of mints, fruit drops, holiday novelties, candy toys and similar types of confections are included but cough drops and chewing gum are excluded.

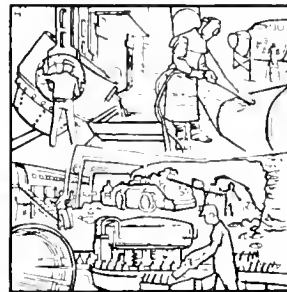


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# CURRENT INDUSTRIAL REPORTS

## Confectionery, Including Chocolate Products

February 1976

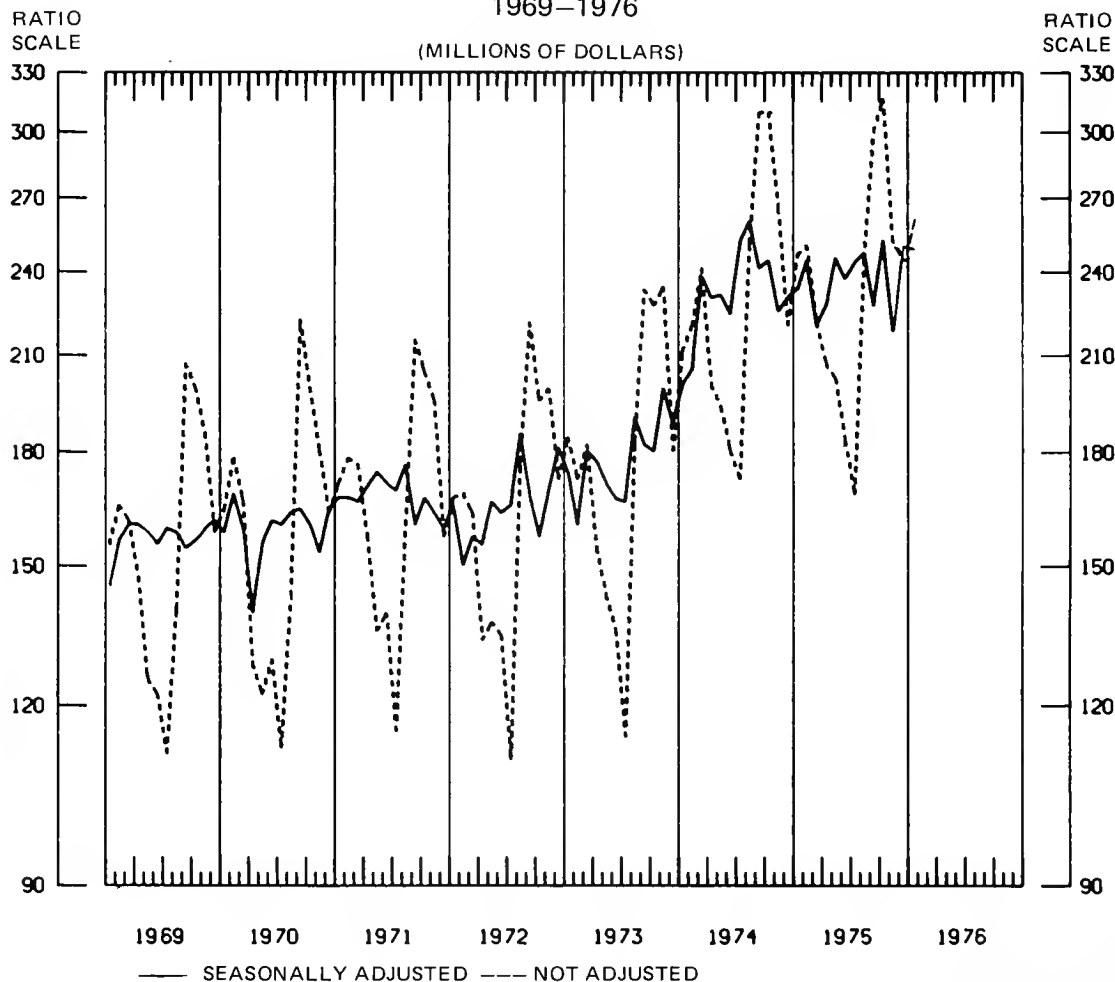


Issued April 1976

SERIES: M20C(76)-2

The statistics in table 1 of this publication are based on a survey of manufacturers and represent the entire U.S. sales of confectionery by manufacturing establishments. The data in table 2 are also complete except that manufacturer-retailers are excluded. Estimates are included for establishments whose reports were not received in time for tabulation. A more complete description of the survey appears on pages 3 and 4.

### CONFECTIONARY MANUFACTURERS' NET SALES 1969-1976



Inquiries concerning these figures should be addressed to the U.S. Department of Commerce, Bureau of the Census, Industry Division, Washington, D.C. 20233, or call Carole Klein, (301) 763-7541.

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December.....			June.....	237	183
November.....			May.....	245	202
October.....			April.....	227	207
September.....			March.....	220	221
August.....			February.....	244	250
July.....			January.....	233	246
June.....					
May.....			1974		
April.....			December.....	230	220
March.....	267	274	November.....	223	265
February.....	245	259	October.....	245	309
January.....			September.....	242	209
1975			August.....	250	251
December.....	246	241	July.....	248	172
November.....	218	251	June.....	234	180
October.....	252	316	May.....	231	193
September.....	227	300	April.....	221	200
August.....	247	245	March.....	236	241
July.....	243	168	February.....	214	220
			January.....	198	211

Note: The data shown in tables 1 and 2 of this report include from 15 to 25 percent estimation for nonresponse and for small establishments excluded from the panel.

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TABLE 2.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS, BY KIND OF BUSINESS AND GEOGRAPHIC AREA

ITEM	FEBRUARY 1976	JANUARY 1975
	SALES	SALES
	(\$1,000)	(\$1,000)
MANUFACTURERS' NET SALES OF CONFECTIONERS, TOTAL . . . . .	273,577	258,981
ESTIMATED TOTAL SALES OF MANUFACTURER-RETAILER, TOTAL. . . .	31,860	21,953
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA, UNITED STATES TOTAL . . . . .	241,717	237,228
NEW ENGLAND . . . . .	16,489	17,482
MIDDLE ATLANTIC . . . . .	108,068	101,268
NEW YORK AND NEW JERSEY. . . . .	31,369	28,113
PENNSYLVANIA . . . . .	76,709	73,155
EAST NORTH CENTRAL. . . . .	69,671	65,693
ILLINOIS . . . . .	58,400	53,918
OHIO AND INDIANA . . . . .	5,898	5,634
MICHIGAN AND WISCONSIN . . . . .	7,221	7,686
WEST NORTH CENTRAL. . . . .	7,542	8,872
MINNESOTA, KANSAS, S. DAKOTA & NEBRASKA. . . . .	5,235	6,693
IOWA AND MISSOURI. . . . .	2,307	2,179
SOUTH ATLANTIC. . . . .	12,925	14,254
MARYLAND, DISTRICT OF COLUMBIA, VIRGINIA, WEST VIRGINIA, NORTH CAROLINA, AND SOUTH CAROLINA. . . . .	6,021	8,209
GEORGIA AND FLORIDA. . . . .	6,904	6,045
EAST SOUTH CENTRAL (KENTUCKY, TENNESSEE, ALABAMA, AND MISSISSIPPI). . . . .	3,511	3,257
WEST SOUTH CENTRAL (ARKANSAS, LOUISIANA, OKLAHOMA, AND TEXAS). . . . .	6,686	9,138
MOUNTAIN (ARIZONA, COLORADO, IDAHO, NEW MEXICO, AND UTAH). . . . .	2,099	3,016
PACIFIC . . . . .	12,868	12,307
CALIFORNIA . . . . .	11,948	11,223
WASHINGTON AND OREGON. . . . .	920	1,084

<sup>T</sup>Revised by 5 percent or more from previously published figure.

TABLE 3.--POUNDA GE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESA LERS AND CHOCOLATE MANUFACTURERS,  
BY TYPE OF CONFECTIONERY

PRODUCT CODE	TYPE OF PRODUCT	FEBRUARY 1976		JANUARY 1976	
		QUANTITY - THOUSAND POUNDS	VALUE - THOUSAND DOLLARS	QUANTITY - THOUSAND POUNDS	VALUE - THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS. . . . .	210,877	179,894	193,782	174,669
	PACKAGE GOODS MADE TO RETAIL AT:				
2065324	\$1.00 OR MORE PER POUND . . . . .	94,203	74,734	85,600	78,732
2065351	\$0.50 TO \$0.99 PER POUND. . . . .				
2065371	LESS THAN \$0.50 PER POUND . . . . .				
2060114	BAR GOODS. . . . .	80,808	76,594	73,230	68,473
2065201	5 CENT AND 10 CENT SPECIALTIES . . . . .	18,564	18,775	17,160	17,144
2060121	BULK GOODS, INCLUDING PENNY GOODS. . . . .	17,302	9,791	17,792	10,320

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# Confectionery, Including Chocolate Products

March 1976

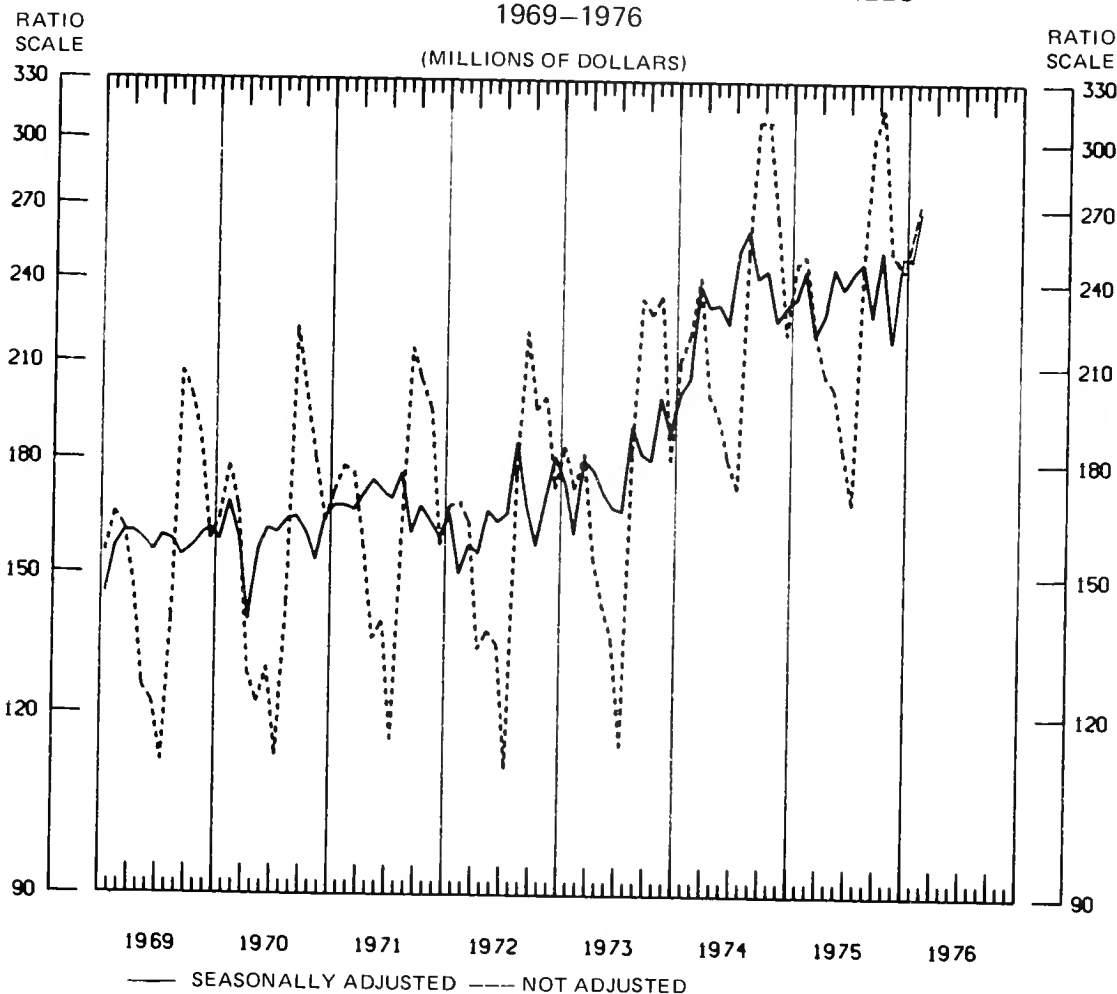


Issued May 1976

SERIES: M20C(76)-3

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U.S. Department of Commerce | BUREAU OF THE CENSUS

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October.....			April.....	227	207
September.....			March.....	220	221
August.....			February.....	244	250
July.....			January.....	233	246
June.....					
May.....			1974		
April.....			December.....	230	220
March.....	280	282	November.....	223	265
February.....	263	270	October.....	245	309
January.....	245	259	September.....	242	209
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December.....	246	241	July.....	248	172
November.....	218	251	June.....	234	180
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Note: The data shown in tables 1 and 2 of this report include from 15 to 25 percent estimation for nonresponse and for small establishments excluded from the panel.

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TABLE 2.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS, BY KIND OF BUSINESS AND GEOGRAPHIC AREA

ITEM	MARCH 1976	FEBRUARY 1976
	SALES	SALES
	(\$1,000)	(\$1,000)
MANUFACTURERS' NET SALES OF CONFECTIONERS, TOTAL . . . . .	282,496	270,668
ESTIMATED TOTAL SALES OF MANUFACTURER-RETAILER, TOTAL . . .	24,113	28,062
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA, UNITED STATES TOTAL . . . . .	258,383	242,606
NEW ENGLAND . . . . .	19,043	16,489
MIDDLE ATLANTIC . . . . .	108,635	110,424
NEW YORK AND NEW JERSEY . . . . .	40,595	33,786
PENNSYLVANIA . . . . .	68,040	76,638
EAST NORTH CENTRAL . . . . .	72,151	69,545
ILLINOIS . . . . .	59,152	58,130
OHIO AND INDIANA . . . . .	8,145	6,043
MICHIGAN AND WISCONSIN . . . . .	4,854	5,372
WEST NORTH CENTRAL . . . . .	10,579	7,516
MINNESOTA, KANSAS, S. DAKOTA & NEBRASKA . . . . .	7,412	5,235
IOWA AND MISSOURI . . . . .	3,167	2,281
SOUTH ATLANTIC . . . . .	15,617	13,153
MARYLAND, DISTRICT OF COLUMBIA, VIRGINIA, WEST VIRGINIA, NORTH CAROLINA, AND SOUTH CAROLINA . . . . .	8,414	6,021
GEORGIA AND FLORIDA . . . . .	7,203	7,132
EAST SOUTH CENTRAL (KENTUCKY, TENNESSEE, ALABAMA, AND MISSISSIPPI) . . . . .	3,389	3,469
WEST SOUTH CENTRAL (ARKANSAS, LOUISIANA, OKLAHOMA, AND TEXAS) . . . . .	10,874	7,137
MOUNTAIN (ARIZONA, COLORADO, IDAHO, NEW MEXICO, AND UTAH) . . . . .	2,873	2,055
PACIFIC . . . . .	15,222	12,818
CALIFORNIA . . . . .	14,202	11,898
WASHINGTON AND OREGON . . . . .	1,020	920

<sup>r</sup>Revised by 5 percent or more from previously published figure.

TABLE 3.--POUNDAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY

PRODUCT CODE	TYPE OF PRODUCT	MARCH 1976		FEBRUARY 1976	
		QUANTITY THOUSAND POUNDS	VALUE THOUSAND DOLLARS	QUANTITY THOUSAND POUNDS	VALUE THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS. . . . .	216,343	182,993	212,082	179,918
	PACKAGE GOODS MADE TO RETAIL AT:				
2065324	\$1.00 OR MORE PER POUND. . . . .	99,089	79,160	94,745	74,821
2065351	\$0.50 TO \$0.99 PER POUND. . . . .				
2065371	LESS THAN \$0.50 PER POUND. . . . .				
2060114	BAR GOODS. . . . .	78,843	74,545	80,409	76,355
2065201	5 CENT AND 10 CENT SPECIALTIES. . . . .	19,209	19,125	18,409	18,648
2060121	BULK GOODS, INCLUDING PENNY GOODS. . . . .	19,202	10,163	18,519	10,094

<sup>r</sup>Revised by 5 percent or more from previously published data.

### DESCRIPTION OF SURVEY

The statistics in this publication were collected on Census monthly Form M20C.1, "Confectionery Survey by Type of Confectionery," and Census monthly Form M20C.2, "Confectionery Survey" from a sample of approximately 330 confectionery manufacturing establishments which account for approximately 90 percent of the total U.S. manufacturers' sales of confectionery products. The proportion estimated for the establishments which are not on the reporting panel varies by State and is based on their sales as reported in the 1967 Census of Manufactures.

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addition to the total sales figure. Aggregate figures for this group are presented in table 2. Comparison of table with the second column of table 1 shows that the respondents of form M20C.1 account for 55 to 60 percent of the total estimated sales.

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Statistics for previous months may be revised, due to receipt of corrected data from respondents, including large reports for which estimates were made, and other corrections. Figures which were revised significantly are indicated by footnotes.

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This report presents seasonally adjusted data in table 1. The seasonal adjustment program largely eliminates the effect of normal seasonal variations (including variations due to vacations, weather, etc.) as measured over the time period for which the data were used. The resulting information thus provides a better measure than the original data of the month-to-month variations which are due to factors that are not associated with a repetitive seasonal pattern. This program is amply described in the literature on this method.

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An annual Current Industrial Report which includes only summary data is published in this series. This report consists partly of totals from the monthly reports and partly of data obtained as the result of a joint survey by the Bureau of the Census and Bureau of Domestic Commerce. In this joint undertaking, various statistics on confectionery are collected on Census Form MA-20D. The results of the survey are published in detail in a report entitled, "Confectionery Manufacturers, Sales and Distribution" published by the Bureau of Domestic Commerce.

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**Manufacturer-Wholesalers**—Confectionery manufacturing establishments which sell primarily to wholesalers or retailers. This category includes chocolate manufacturers.

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Confectionery, Including  
Chocolate Products

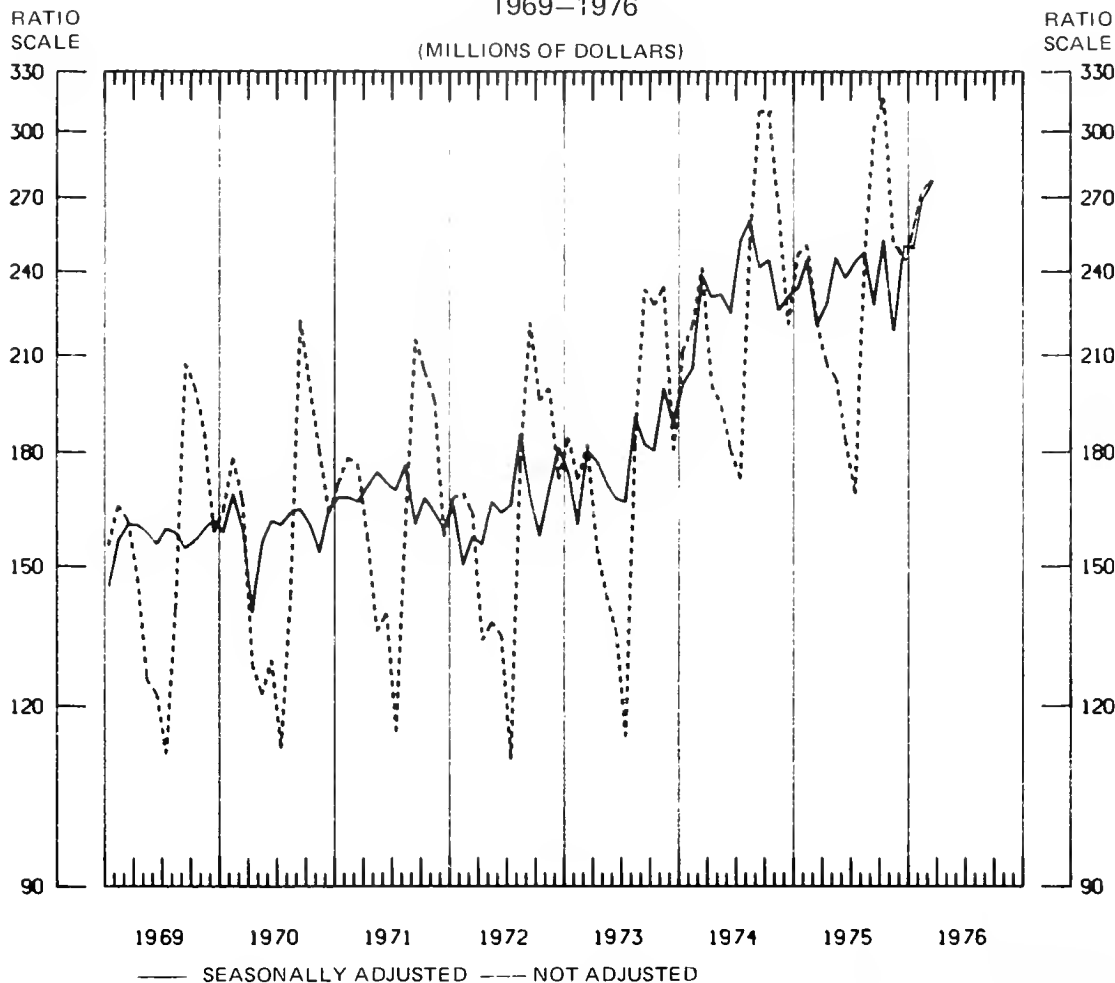
April 1976



Issued June 1976

SERIES: M20C(76)-4

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CONFECTIONARY MANUFACTURERS' NET SALES  
1969-1976

Inquiries concerning these figures should be addressed to the U.S. Department of Commerce, Bureau of the Census, Industry Division, Washington, D.C. 20233, or call Carole Klein, (301) 763-7541.



U.S. Department of Commerce : BUREAU OF THE CENSUS

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November.....			May.....	245	202
October.....			April.....	227	207
September.....			March.....	220	221
August.....			February.....	244	250
July.....			January.....	233	246
June.....			1974		
May.....			December.....	230	220
April.....	257	235	November.....	223	265
March.....	276	277	October.....	245	309
February.....	263	270	September.....	242	209
January.....	245	259	August.....	250	251
1975			July.....	248	172
December.....	246	241	June.....	234	180
November.....	218	251	May.....	231	193
October.....	252	316	April.....	221	200
September.....	227	300	March.....	236	241
August.....	247	245	February.....	214	220
July.....	243	168	January.....	198	211

Note: The data shown in tables 1 and 2 of this report include from 15 to 25 percent estimation for nonresponse and for small establishments excluded from the panel.

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TABLE 2.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS, BY KIND OF BUSINESS AND GEOGRAPHIC AREA

ITEM	APRIL 1976	MARCH 1976
	SALES	SALES
	(\$1,000)	(\$1,000)
MANUFACTURER'S NET SALES OF CONFECTIONERS, TOTAL . . . . .	235,046	277,354
ESTIMATED TOTAL SALES OF MANUFACTURER-RETAILER, TOTAL. . .	32,875	24,203
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA,		
UNITED STATES TOTAL . . . . .	202,171	253,151
NEW ENGLAND . . . . .	11,548	<sup>r</sup> 15,599
MIDDLE ATLANTIC . . . . .	85,627	108,653
NEW YORK AND NEW JERSEY . . . . .	34,311	40,713
PENNSYLVANIA . . . . .	51,316	67,940
EAST NORTH CENTRAL . . . . .	61,208	70,636
ILLINOIS . . . . .	51,797	57,637
OHIO AND INDIANA . . . . .	6,078	8,145
MICHIGAN AND WISCONSIN . . . . .	3,333	4,854
WEST NORTH CENTRAL . . . . .	8,305	10,579
MINNESOTA, KANSAS, S. DAKOTA & NEBRASKA . . . . .	5,251	7,412
IOWA AND MISSOURI . . . . .	3,054	3,167
SOUTH ATLANTIC . . . . .	13,039	15,313
MARYLAND, DISTRICT OF COLUMBIA, VIRGINIA, WEST VIRGINIA, NORTH CAROLINA, AND SOUTH CAROLINA . . . . .	6,376	8,415
GEORGIA AND FLORIDA . . . . .	6,663	6,898
EAST SOUTH CENTRAL (KENTUCKY, TENNESSEE, ALABAMA, AND MISSISSIPPI) . . . . .	2,570	3,386
WEST SOUTH CENTRAL (ARKANSAS, LOUISIANA, OKLAHOMA, AND TEXAS) . . . . .	6,335	10,874
MOUNTAIN (ARIZONA, COLORADO, IDAHO, NEW MEXICO, AND UTAH) . . . . .	2,135	2,873
PACIFIC . . . . .	11,404	15,238
CALIFORNIA . . . . .	10,520	14,196
WASHINGTON AND OREGON . . . . .	902	1,042

<sup>r</sup> Revised by 5 percent or more from previously published figures.

TABLE 3.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY

PRODUCT CODE	TYPE OF PRODUCT	APRIL 1976		MARCH 1976	
		QUANTITY THOUSAND POUNDS	VALUE THOUSAND DOLLARS	QUANTITY THOUSAND POUNDS	VALUE THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS. . . . .	184,064	147,944	213,380	178,244
	PACKAGE GOODS MADE TO RETAIL AT:				
2065324	\$1.00 OR MORE PER POUND . . . . .				
2065351	\$0.50 TO \$0.99 PER POUND . . . . .	70,331	52,906	96,275	74,983
2065371	LESS THAN \$0.50 PER POUND . . . . .				
2060114	BAR GOODS. . . . .	70,668	62,883	78,173	73,900
2065201	5 CENT AND 10 CENT SPECIALTIES . . . . .	20,613	20,644	19,033	19,011
2060121	BULK GOODS, INCLUDING PENNY GOODS. . . . .	22,452	11,511	19,899	10,350

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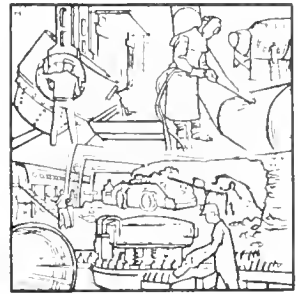


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## CURRENT INDUSTRIAL REPORTS

# Confectionery, Including Chocolate Products

May 1976

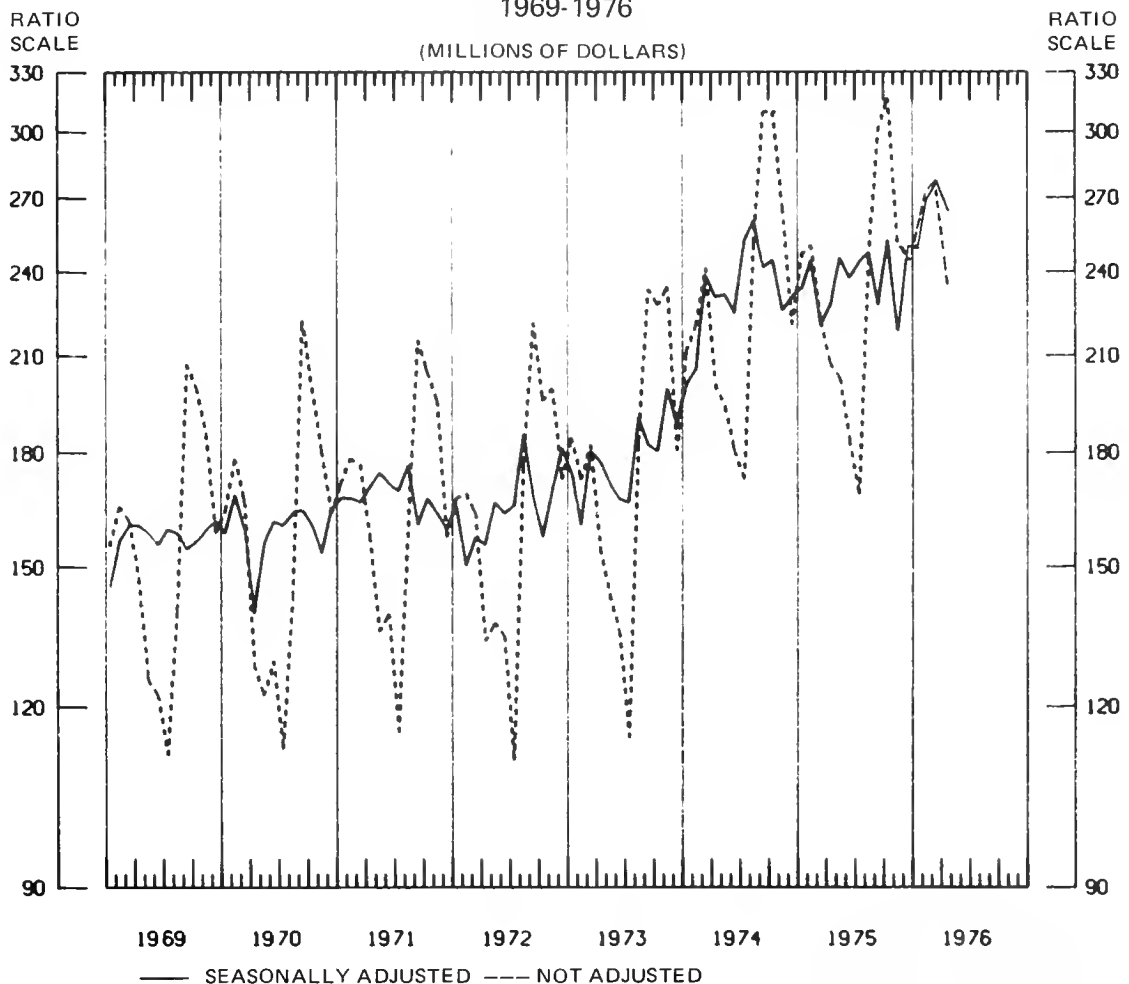


Issued July 1976

SERIES: M20C(76)-5

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### CONFECTIONERY MANUFACTURERS' NET SALES 1969-1976



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July.....			January.....	233	246
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May.....	236	195	1974		
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TABLE 2.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS, BY KIND OF BUSINESS AND GEOGRAPHIC AREA

ITEM	MAY 1976 SALES (\$1,000)	APRIL 1976 SALES (\$1,000)
MANUFACTURERS' NET SALES OF CONFECTIONERS, TOTAL . . . . .	195,119	238,249
ESTIMATED TOTAL SALES OF MANUFACTURER-RETAILER, TOTAL. . .	19,832	<sup>r</sup> 35,567
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA, UNITED STATES, TOTAL. . . . .	175,287	202,682
NEW ENGLAND . . . . .	10,159	11,548
MIDDLE ATLANTIC . . . . .	72,165	84,546
NEW YORK AND NEW JERSEY. . . . .	26,845	33,230
PENNSYLVANIA . . . . .	45,320	51,316
EAST NORTH CENTRAL. . . . .	58,513	62,939
ILLINOIS . . . . .	50,234	51,657
OHIO AND INDIANA . . . . .	5,264	<sup>r</sup> 7,949
MICHIGAN AND WISCONSIN . . . . .	3,015	3,333
WEST NORTH CENTRAL. . . . .	5,337	8,092
MINNESOTA, KANSAS, S. DAKOTA & NEBRASKA. . . . .	3,060	5,251
IOWA AND MISSOURI. . . . .	2,277	2,841
SOUTH ATLANTIC. . . . .	10,103	13,189
MARYLAND, DISTRICT OF COLUMBIA, VIRGINIA, WEST VIRGINIA, NORTH CAROLINA, AND SOUTH CAROLINA. . . . .	3,988	6,376
GEORGIA AND FLORIDA. . . . .	6,115	6,813
EAST SOUTH CENTRAL (KENTUCKY, TENNESSEE, ALABAMA, AND MISSISSIPPI). . . . .	2,603	2,570
WEST SOUTH CENTRAL (ARKANSAS, LOUISIANA, OKLAHOMA, AND TEXAS) . . . . .	5,442	6,428
MOUNTAIN (ARIZONA, COLORADO, IDAHO, NEW MEXICO, AND UTAH). . . . .	1,275	2,135
PACIFIC . . . . .	9,690	11,235
CALIFORNIA . . . . .	9,094	10,502
WASHINGTON AND OREGON. . . . .	596	<sup>r</sup> 733

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	TOTAL SALES OF SELECTED ESTABLISHMENTS. . . . .	166,259	130,338	181,806	146,559
	PACKAGE GOODS MADE TO RETAIL AT:				
2065324	\$1.00 OR MORE PER POUND. . . . .	62,149	43,243	68,627	51,814
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## CURRENT INDUSTRIAL REPORTS

# Confectionery, Including Chocolate Products

June 1976

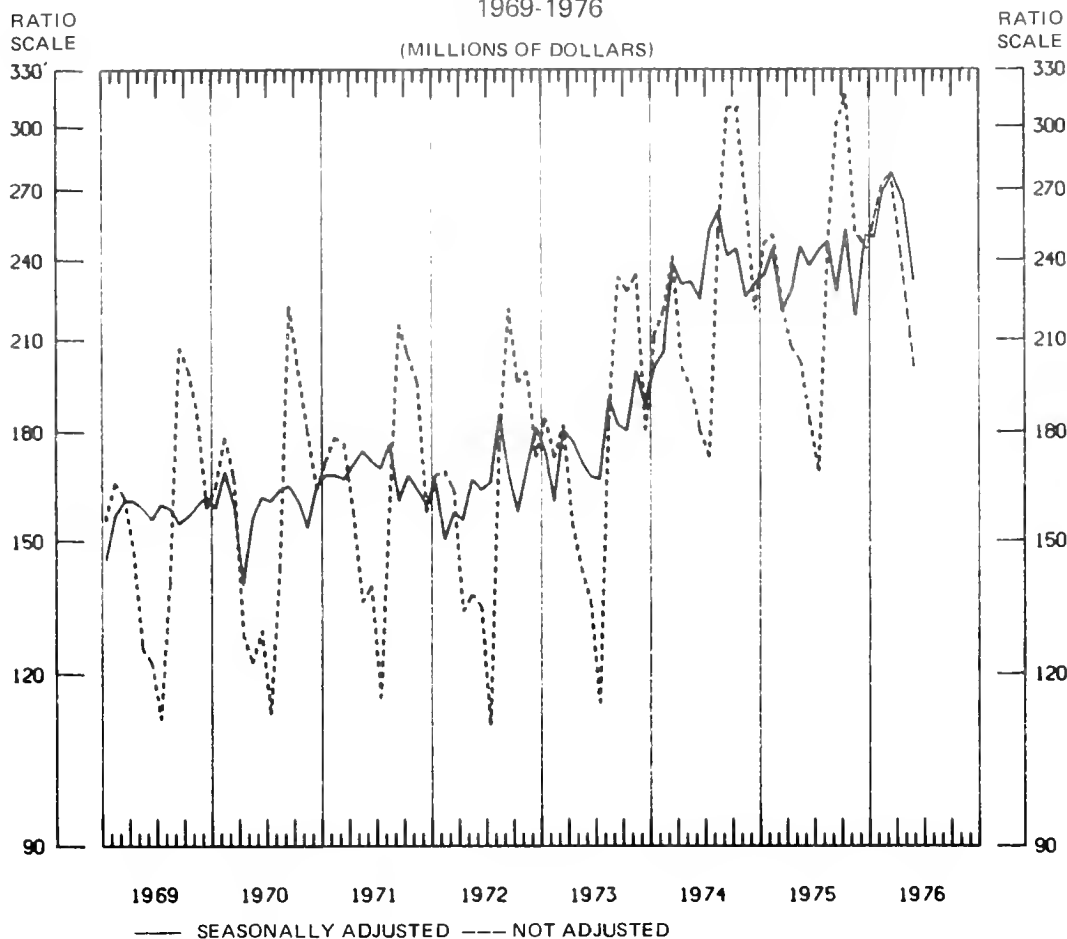


Issued August 1976

SERIES: M20C(76)-6

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CONFECTIONERY MANUFACTURERS' NET SALES  
1969-1976



Inquiries concerning these figures should be addressed to the U.S. Department of Commerce, Bureau of the Census, Industry Division, Washington, D.C. 20233, or call Carole Klein, (301) 763-7541.



U.S. Department of Commerce BUREAU OF THE CENSUS

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Table 1.--SUMMARY OF MANUFACTURERS' NET SALES OF CONFECTIONERY: 1974 TO 1976

(Millions of dollars)

Month and year	Total <sup>1</sup> (seasonally adjusted)	Total <sup>1</sup> (not seasonally adjusted)	Month and year	Total <sup>1</sup> (seasonally adjusted)	Total <sup>1</sup> (not seasonally adjusted)
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Note: The data shown in tables 1 and 2 of this report include from 15 to 25 percent estimation for nonresponse and for small establishments excluded from the panel.

<sup>1</sup>Data include manufacturer-retailers. See "Explanation of Terms" on page 4.

TABLE 2.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS, BY KIND OF BUSINESS AND GEOGRAPHIC AREA

ITEM	JUNE 1976	MAY 1976
	SALES	SALES
	(\$1,000)	(\$1,000)
MANUFACTURERS' NET SALES OF CONFECTIONERS, TOTAL . . . . .	193,810	196,328
ESTIMATED TOTAL SALES OF MANUFACTURER-RETAILER, TOTAL. . .	12,425	18,821
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA, UNITED STATES, TOTAL. . . . .	181,385	177,507
NEW ENGLAND . . . . .	11,304	10,001
MIDDLE ATLANTIC . . . . .	76,960	72,420
NEW YORK AND NEW JERSEY. . . . .	32,407	26,980
PENNSYLVANIA . . . . .	44,553	45,440
EAST NORTH CENTRAL. . . . .	58,697	60,498
ILLINOIS . . . . .	49,682	52,219
OHIO AND INDIANA . . . . .	5,759	5,264
MICHIGAN AND WISCONSIN . . . . .	3,256	3,015
WEST NORTH CENTRAL. . . . .	6,045	5,337
MINNESOTA, KANSAS, S. DAKOTA & NEBRASKA. . . . .	3,396	3,060
IOWA AND MISSOURI. . . . .	2,649	2,277
SOUTH ATLANTIC. . . . .	9,992	10,107
MARYLAND, DISTRICT OF COLUMBIA, VIRGINIA, WEST VIRGINIA, NORTH CAROLINA, AND SOUTH CAROLINA. . . . .	4,172	3,992
GEORGIA AND FLORIDA. . . . .	5,820	6,115
EAST SOUTH CENTRAL (KENTUCKY, TENNESSEE, ALABAMA, AND MISSISSIPPI). . . . .	2,335	2,603
WEST SOUTH CENTRAL (ARKANSAS, LOUISIANA, OKLAHOMA, AND TEXAS). . . . .	4,446	5,515
MOUNTAIN (ARIZONA, COLORADO, IDAHO, NEW MEXICO, AND UTAH). . . . .	1,327	1,275
PACIFIC . . . . .	10,279	9,751
CALIFORNIA . . . . .	9,634	9,155
WASHINGTON AND OREGON. . . . .	645	596

<sup>F</sup>Revised by 5 percent or more from previously published figures.

TABLE 3.--POUNDA GE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESA LERS AND CHOCOLATE MANUFACTURERS,  
BY TYPE OF CONFECTIONERY

PRODUCT CODE	TYPE OF PRODUCT	JUNE 1976		MAY 1976	
		QUANTITY THOUSAND POUNDS	VALUE THOUSAND DOLLARS	QUANTITY THOUSAND POUNDS	VALUE THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS. . . . .	170,937	134,681	167,454	131,694
2065324	PACKAGE GOODS MADE TO RETAIL AT:				
2065351	\$1.00 OR MORE PER POUND . . . . .	70,165	49,458	64,155	45,258
2065371	\$0.50 TO \$0.99 PER POUND. . . . .				
	LESS THAN \$0.50 PER POUND . . . . .				
2060114	BAR GOODS. . . . .	61,577	55,834	64,334	57,556
2065201	5 CENT AND 10 CENT SPECIALTIES . . . . .	20,179	19,748	18,857	18,719
2060121	BULK GOODS, INCLUDING PENNY GOODS. . . . .	19,016	9,641	20,108	10,161

### DESCRIPTION OF SURVEY

The statistics in this publication were collected on Census monthly Form M20C.1, "Confectionery Survey by Type of Confectionery," and Census monthly Form M20C.2, "Confectionery Survey" from a sample of approximately 330 confectionery manufacturing establishments which account for approximately 90 percent of the total U.S. manufacturers' sales of confectionery products. The proportion estimated for the establishments which are not on the reporting panel varies by State and is based on their sales as reported in the 1967 Census of Manufactures.

The statistics presented in table 1 represent industry total sales figures which are based on the combined monthly sales totals reported by the panel and which include estimates.

Approximately 250 of the respondents are mailed form M20C.2 on which the total monthly sales figure is the only item reported. The remaining establishments on the panel, which form a group of about 80 of the large manufacturer-wholesaler and chocolate-manufacturing concerns, report on form M20C.1 on which detail by type of confectionery is requested in

addition to the total sales figure. Aggregate figures for this group are presented in table 2. Comparison of table with the second column of table 1 shows that the respondents of form M20C.1 account for 55 to 60 percent of the total estimated sales.

The current month's figures include estimates for respondents in the reporting panel whose reports were not received in time for tabulation as well as for small respondents excluded from the panel. Missing figures for companies in the reporting panel are imputed from the month-to-month movements shown by reporting firms. The overall imputation rate is generally limited to 25 percent, including about 10 percent for small respondents excluded from the monthly panel. Individual items with higher imputation rates are footnoted.

The imputation rate is not an explicit indicator of the potential error in published figures due to non-response, both because the actual monthly movements for nonrespondents may or may not closely agree with the imputed movements, and because the estimates for nonpanel cases may not reflect their current activity. The probable range of difference between the actual and imputed figures is unknown. The degree of uncertainty regarding the accuracy of the data, however, increases as the percentage of imputation increases. Figures with imputation rates above 25 percent, particularly, should be used with caution.

Statistics for previous months may be revised, due to receipt of corrected data from respondents, including large reports for which estimates were made, and other corrections. Figures which were revised significantly are indicated by footnotes.

### REPORTING PERIOD ADJUSTMENT

Beginning January 1971 the data were adjusted for number of working days in the reporting period to compensate for differences in individual company reporting patterns (i.e., calendar month, 4-week, 5-week periods). Based on a study of large confectionery manufacturers, it has been determined that the calendar month accounting system prevails in the industry. Hence, adjustments have been made to those reporting on other than a calendar month basis.

### SEASONAL ADJUSTMENT

This report presents seasonally adjusted data in table 1. The seasonal adjustment program largely eliminates the effect of normal seasonal variations (including variations due to vacations, weather, etc.) as measured over the time period for which the data were used. The resulting information thus provides a better measure than the original data of the month-to-month variations which are due to factors that are not associated with a repetitive seasonal pattern. This program is amply described in the literature on this method.

### RELATED REPORTS

An annual Current Industrial Report which includes only summary data is published in this series. This report consists partly of totals from the monthly reports and partly of data obtained as the result of a joint survey by the Bureau of the Census and Bureau of Domestic Commerce. In this joint undertaking, various statistics on confectionery are collected on Census Form MA-20D. The results of the survey are published in detail in a report entitled, "Confectionery Manufacturers, Sales and Distribution" published by the Bureau of Domestic Commerce.

### EXPLANATION OF TERMS

**Manufacturer-Wholesalers**—Confectionery manufacturing establishments which sell primarily to wholesalers or retailers. This category includes chocolate manufacturers.

**Manufacturer-Retailers**—Confectionery manufacturing establishments which sell primarily through their own retail outlets. Establishments which have only one retail outlet are not classified in manufacturing.

**Sales of Manufacturer-Wholesalers** and chocolate-manufacturer sales represent f.o.b. plant value and exclude resales of goods purchased from other manufacturers or received from other plants of the reporting company.

**Sales of Manufacturer-Retailers** represent the value of goods transferred to retail outlets; they are approximately the commercial wholesale sales value and not the retail price to the consumer.

**Products**—In this survey, data are collected only for consumer type confectionery goods. Such data exclude cough drops, medicated candy, chewing gum, roasted peanuts, unsweetened popcorn, and fountain syrup.

**Bar Goods**—Bar goods includes plain, coated and molded bars with or without nuts which are wrapped with not more than two pieces to the individual consumer unit; the consumer units are retailed separately or in economy packages.

**Bulk Goods**—Bulk goods includes penny goods, hard candies, coated nuts, peanut brittle, unpackaged chocolates, etc., usually wholesaled in containers over 5 pounds and weighted out by the retailer to be sold by the pound or fraction thereof.

**Packaged Goods**—This includes assorted chocolate and other confections packaged in consumer-type boxes, bags, window boxes, etc., designed to retail at \$1 or more, 50 cents to 99 cents, and less than 50 cents per pound. Miniature bars are included here as are packages of marshmallows, sugar coated popcorn, and similar packaged confections.

**5-Cent and 10-Cent Specialties**—These are confectionery items of more than two pieces to the individual consumer-unit and novelty items, intended to retail at the above prices. Rolls or packets of mints, fruit drops, holiday novelties, candy toys and similar types of confections are included but cough drops and chewing gum are excluded.



# Confectionery, Including Chocolate Products

July 1976

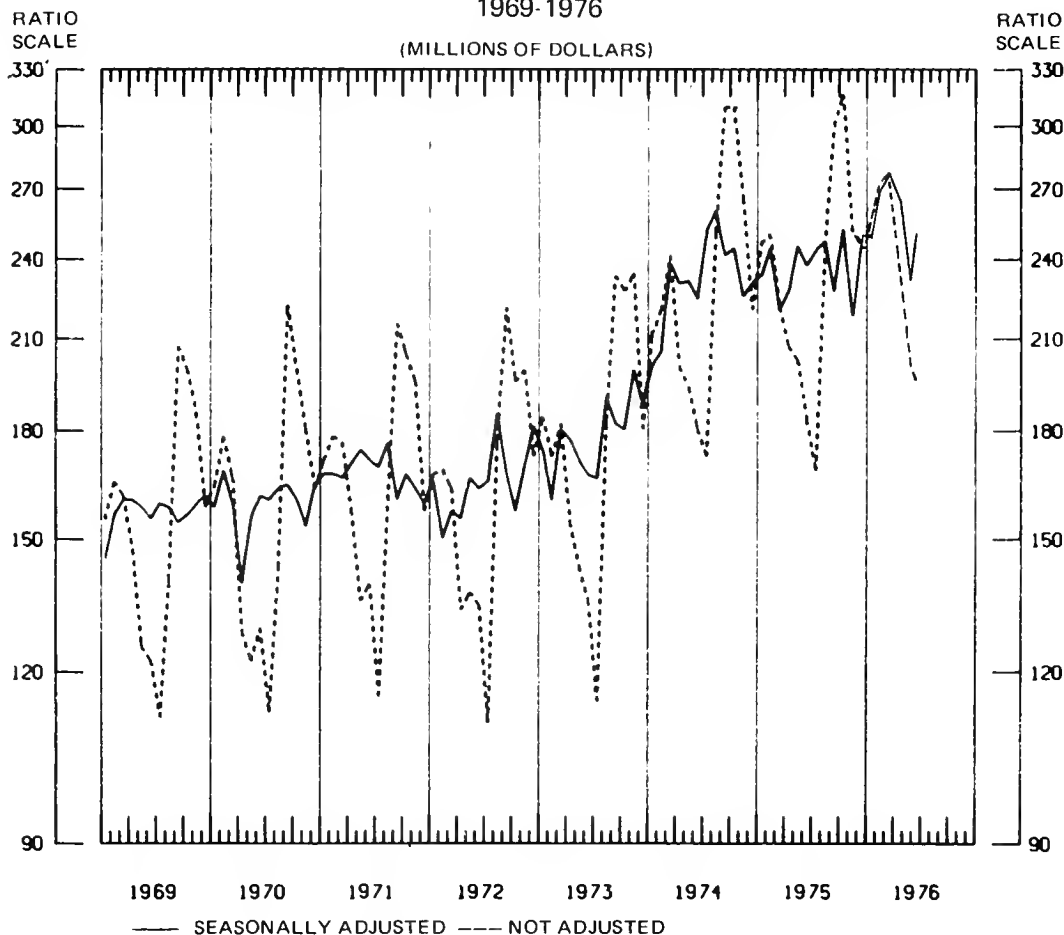


Issued September 1976

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## CONFECTIONERY MANUFACTURERS' NET SALES 1969-1976



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(Millions of dollars)

Month and year	Total <sup>1</sup> (seasonally adjusted)	Total <sup>1</sup> (not seasonally adjusted)	Month and year	Total <sup>1</sup> (seasonally adjusted)	Total <sup>1</sup> (not seasonally adjusted)
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November.....			May.....	245	202
October.....			April.....	227	207
September.....			March.....	220	221
August.....			February.....	244	250
July.....	228	158	January.....	233	246
June.....	249	192			
May.....	237	196	1974		
April.....	261	238	December.....	230	220
March.....	276	277	November.....	223	265
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Note: The data shown in tables 1 and 2 of this report include from 15 to 25 percent estimation for nonresponse and for small establishments excluded from the panel.

<sup>1</sup>Data include manufacturer-retailers. See "Explanation of Terms" on page 4.

TABLE 2.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS, BY KIND OF BUSINESS AND GEOGRAPHIC AREA

ITEM	JULY 1976  SALES (\$1,000)	JUNE 1976  SALES (\$1,000)
MANUFACTURERS' NET SALES OF CONFECTIONERS, TOTAL. . . . .	157,652	191,876
ESTIMATED TOTAL SALES OF MANUFACTURER-RETAILER, TOTAL. . . . .	9,782	12,882
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA, UNITED STATES TOTAL. . . . .	147,870	178,994
NEW ENGLAND. . . . .	7,412	10,810
MIDDLE ATLANTIC. . . . .	61,474	76,445
NEW YORK AND NEW JERSEY. . . . .	25,149	32,357
PENNSYLVANIA. . . . .	36,325	44,088
EAST NORTH CENTRAL. . . . .	51,721	58,225
ILLINOIS. . . . .	44,444	50,237
OHIO AND INDIANA. . . . .	4,875	5,852
MICHIGAN AND WISCONSIN. . . . .	2,402	2,136
WEST NORTH CENTRAL. . . . .	5,264	6,045
MINNESOTA, KANSAS, S. DAKOTA & NEBRASKA. . . . .	2,795	3,396
IOWA AND MISSOURI. . . . .	2,469	2,649
SOUTH ATLANTIC. . . . .	7,677	9,994
MARYLAND, DISTRICT OF COLUMBIA, VIRGINIA, WEST VIRGINIA, NORTH CAROLINA, AND SOUTH CAROLINA. . . . .	2,555	4,174
GEORGIA AND FLORIDA. . . . .	5,122	5,820
EAST SOUTH CENTRAL (KENTUCKY, TENNESSEE, ALABAMA, AND MISSISSIPPI). . . . .	1,957	2,335
WEST SOUTH CENTRAL (ARKANSAS, LOUISIANA, OKLAHOMA, AND TEXAS). . . . .	4,345	4,445
MOUNTAIN (ARIZONA, COLORADO, IDAHO, NEW MEXICO, AND UTAH). . . . .	699	1,327
PACIFIC. . . . .	7,321	9,368
CALIFORNIA. . . . .	6,802	8,723
WASHINGTON AND OREGON. . . . .	519	645

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TABLE 3.--POUNDAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY

PRODUCT CODE	TYPE OF PRODUCT	JULY 1976		JUNE 1976	
		QUANTITY THOUSAND POUNDS	VALUE THOUSAND DOLLARS	QUANTITY THOUSAND POUNDS	VALUE THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS. . . . .	142,726	110,448	169,087	132,614
	PACKAGE GOODS MADE TO RETAIL AT:				
2065324	\$1.00 OR MORE PER POUND . . . . .	57,016	40,067	69,516	49,203
2065351	\$0.50 TO \$0.99 PER POUND . . . . .				
2065371	LESS THAN \$0.50 PER POUND . . . . .				
2060114	BAR GOODS. . . . .	53,480	46,261	60,353	53,993
2065201	5 CENT AND 10 CENT SPECIALTIES . . . . .	15,691	15,562	20,172	19,748
2060121	BULK GOODS, INCLUDING PENNY GOODS. . . . .	16,539	8,558	19,046	9,670

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The aggregate figures for this group, which are presented in Table 3, account for approximately 55 to 60 percent of the total estimated sales as shown in Table 1. While a majority of the largest companies are included in Table 3, it should be noted that the mailing

panel for this table is held constant so that the data shown are comparable from month to month. Therefore, these data should be used for purposes of following trends only, but the data user should be aware that it is possible for companies' production and sales who do not report these detailed data to move in a different direction from the reported data.

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# CURRENT INDUSTRIAL REPORTS



M 20 C (76)-8

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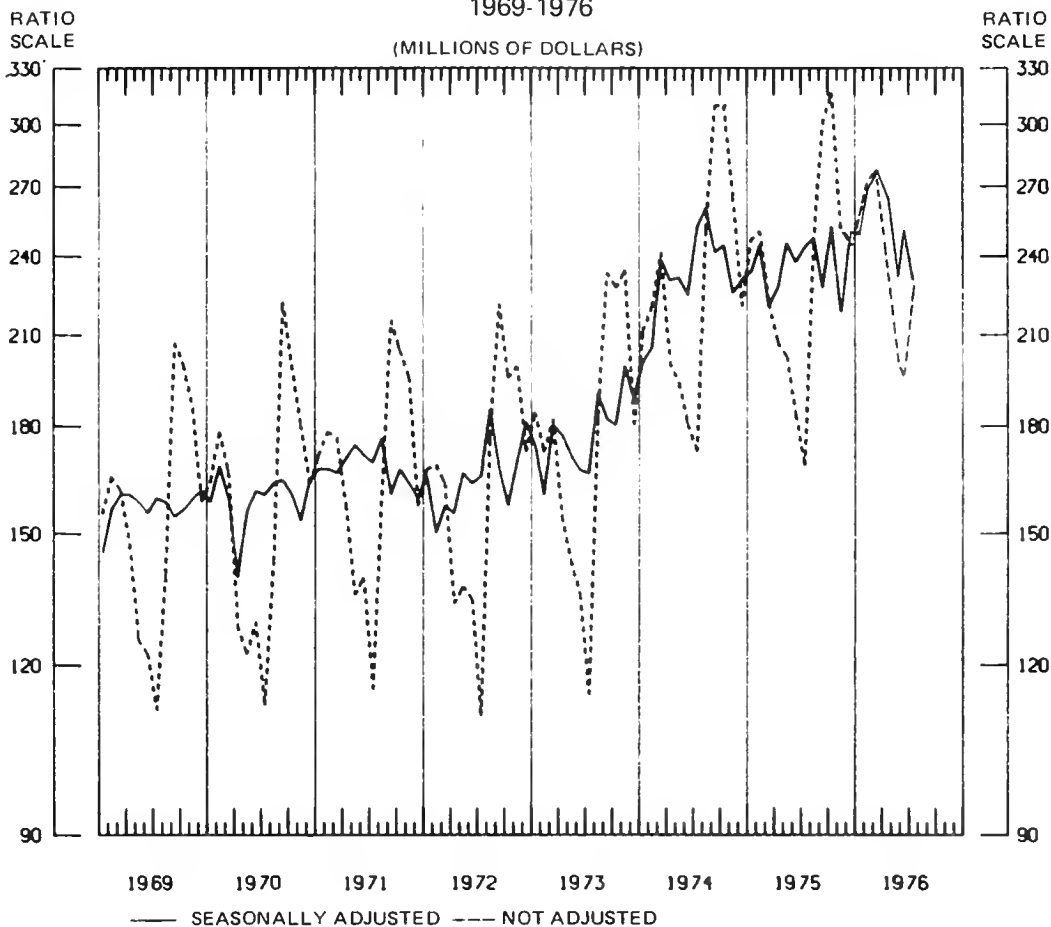
August 1976

Issued October 1976

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TABLE 2.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS, BY KIND OF BUSINESS AND GEOGRAPHIC AREA

ITEM	AUGUST 1976	JULY 1976
	SALES (\$1,000)	SALES (\$1,000)
MANUFACTURERS' NET SALES OF CONFECTIONERS, TOTAL.....	233,853	156,882
ESTIMATED TOTAL SALES OF MANUFACTURER-RETAILER, TOTAL.....	9,706	9,785
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA, UNITED STATES TOTAL.....	224,147	147,097
NEW ENGLAND.....	11,298	<sup>F</sup> 5,904
MIDDLE ATLANTIC.....	103,514	60,932
NEW YORK AND NEW JERSEY.....	37,246	25,044
PENNSYLVANIA.....	66,268	35,888
EAST NORTH CENTRAL.....	70,760	50,213
ILLINOIS.....	59,807	42,929
OHIO AND INDIANA.....	6,621	4,882
MICHIGAN AND WISCONSIN.....	4,332	2,402
WEST NORTH CENTRAL.....	5,813	5,209
MINNESOTA, KANSAS, S. DAKOTA & NEBRASKA.....	3,404	2,795
IOWA AND MISSOURI.....	2,409	2,414
SOUTH ATLANTIC.....	12,009	<sup>F</sup> 8,894
MARYLAND, DISTRICT OF COLUMBIA, VIRGINIA, WEST VIRGINIA, NORTH CAROLINA, AND SOUTH CAROLINA.....	4,427	<sup>F</sup> 3,772
GEORGIA AND FLORIDA.....	7,582	5,122
EAST SOUTH CENTRAL (KENTUCKY, TENNESSEE, ALABAMA, AND MISSISSIPPI).....	2,654	1,957
WEST SOUTH CENTRAL (ARKANSAS, LOUISIANA, OKLAHOMA, AND TEXAS).....	5,265	4,345
MOUNTAIN (ARIZONA, COLORADO, IDAHO, NEW MEXICO, AND UTAH).....	1,434	<sup>F</sup> 1,075
PACIFIC.....	11,400	7,328
CALIFORNIA.....	10,660	6,807
WASHINGTON AND OREGON.....	740	521

<sup>F</sup>Revised by 5 percent or more from previously published figures.

TABLE 3.--POUNDAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY

PRODUCT CODE	TYPE OF PRODUCT	AUGUST 1976		JULY 1976	
		QUANTITY THOUSAND POUNDS	VALUE THOUSAND DOLLARS	QUANTITY THOUSAND POUNDS	VALUE THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS. . . . .	210,795	171,852	<sup>r</sup> 128,691	103,978
2065324	PACKAGE GOODS MADE TO RETAIL AT:				
2065351	\$1.00 OR MORE PER POUND . . . . .	87,039	67,658	<sup>r</sup> 52,763	37,061
2065371	\$0.50 TO \$0.99 PER POUND . . . . .				
	LESS THAN \$0.50 PER POUND . . . . .				
2060114	BAR GOODS. . . . .	77,823	69,178	51,061	43,481
2065201	5 CENT AND 10 CENT SPECIALTIES . . . . .	23,050	23,068	15,596	<sup>r</sup> 15,527
2060121	BULK GOODS, INCLUDING PENNY GOODS. . . . .	22,883	11,784	15,227	<sup>r</sup> 7,909

<sup>r</sup>Revised by 5 percent or more from previously published figures.

### DESCRIPTION OF SURVEY

The statistics in this publication were collected on Census monthly Form M20C.1, "Confectionery Survey by Type of Confectionery," and Census monthly Form M20C.2, "Confectionery Survey" from a sample of approximately 330 confectionery manufacturing establishments which account for approximately 90 percent of the total U.S. manufacturers' sales of confectionery products. The proportion estimated for the establishments which are not on the reporting panel varies by State and is based on their sales as reported in the 1967 Census of Manufactures.

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The aggregate figures for this group, which are presented in Table 3, account for approximately 55 to 60 percent of the total estimated sales as shown in Table 1. While a majority of the largest companies are included in Table 3, it should be noted that the mailing

panel for this table is held constant so that the data shown are comparable from month to month. Therefore, these data should be used for purposes of following trends only, but the data user should be aware that it is possible for companies' production and sales who do not report these detailed data to move in a different direction from the reported data.

The current month's figures include estimates for respondents in the reporting panel whose reports were not received in time for tabulation as well as for small respondents excluded from the panel. Missing figures for companies in the reporting panel are imputed from the month-to-month movements shown by reporting firms. The overall imputation rate is generally limited to 25 percent, including about 10 percent for small respondents excluded from the monthly panel. Individual items with higher imputation rates are footnoted.

The imputation rate is not an explicit indicator of the potential error in published figures due to non-response, both because the actual monthly movements for nonrespondents may or may not closely agree with the imputed movements, and because the estimates for nonpanel cases may not reflect their current activity. The probable range of difference between the actual and imputed figures is unknown. The degree of uncertainty regarding the accuracy of the data, however, increases as the percentage of imputation increases. Figures with imputation rates above 25 percent, particularly, should be used with caution.

Statistics for previous months may be revised, due to receipt of corrected data from respondents, including large reports for which estimates were made, and other corrections. Figures which were revised significantly are indicated by footnotes.

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This report presents seasonally adjusted data in table 1. The seasonal adjustment program largely eliminates the effect of normal seasonal variations (including variations due to vacations, weather, etc.) as measured over the time period for which the data were used. The resulting information thus provides a better measure than the original data of the month-to-month variations which are due to factors that are not associated with a repetitive seasonal pattern. This program is amply described in the literature on this method.

### RELATED REPORTS

An annual Current Industrial Report which includes only summary data is published in this series. This report consists partly of totals from the monthly reports and partly of data obtained as the result of a joint survey by the Bureau of the Census and Bureau of Domestic Commerce. In this joint undertaking, various statistics on confectionery are collected on Census Form MA-20D. The results of the survey are published in detail in a report entitled, "Confectionery Manufacturers, Sales and Distribution" published by the Bureau of Domestic Commerce.

### EXPLANATION OF TERMS

**Manufacturer-Wholesalers**—Confectionery manufacturing establishments which sell primarily to wholesalers or retailers. This category includes chocolate manufacturers.

**Manufacturer-Retailers**—Confectionery manufacturing establishments which sell primarily through their own retail outlets. Establishments which have only one retail outlet are not classified in manufacturing.

**Sales of Manufacturer-Wholesalers** and chocolate-manufacturer sales represent f.o.b. plant value and exclude resales of goods purchased from other manufacturers or received from other plants of the reporting company.

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**Products**—In this survey, data are collected only for consumer type confectionery goods. Such data exclude cough drops, medicated candy, chewing gum, roasted peanuts, unsweetened popcorn, and fountain syrup.

**Bar Goods**—Bar goods includes plain, coated and molded bars with or without nuts which are wrapped with not more than two pieces to the individual consumer unit; the consumer units are retailed separately or in economy packages.

**Bulk Goods**—Bulk goods includes penny goods, hard candies, coated nuts, peanut brittle, unpackaged chocolates, etc., usually wholesaled in containers over 5 pounds and weighted out by the retailer to be sold by the pound or fraction thereof.

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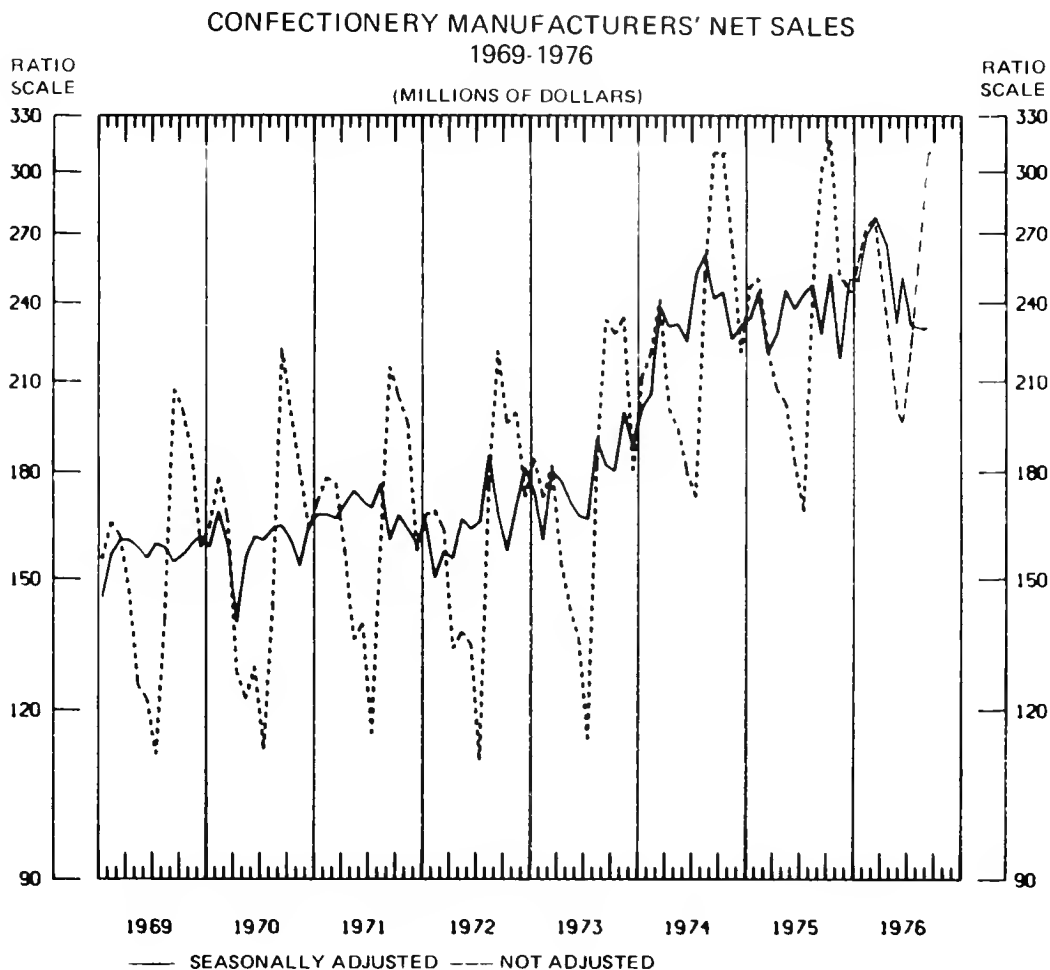


M 20 C (76) - 10  
**Confectionery, Including  
Chocolate Products****October 1976**

Issued December 1976

SERIES: M20C(76)-10

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(Millions of dollars)

Month and year	Total <sup>1</sup> (seasonally adjusted)	Total <sup>1</sup> (not seasonally adjusted)	Month and year	Total <sup>1</sup> (seasonally adjusted)	Total <sup>1</sup> (not seasonally adjusted)
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December.....			June.....	237	183
November.....			May.....	245	202
October.....	208	261	April.....	227	207
September.....	232	307	March.....	220	221
August.....	236	234	February.....	244	250
July.....	228	157	January.....	233	246
June.....	249	192			
May.....	237	196	1974		
April.....	261	238	December.....	230	220
March.....	276	277	November.....	223	265
February.....	263	270	October.....	245	309
January.....	245	259	September.....	242	309
			August.....	250	251
1975			July.....	248	172
December.....	246	241	June.....	234	180
November.....	218	251	May.....	231	193
October.....	252	316	April.....	221	200
September.....	227	300	March.....	236	241
August.....	247	245	February.....	214	220
July.....	243	168	January.....	198	211

Note: The data shown in tables 1 and 2 of this report include from 15 to 25 percent estimation for nonresponse and for small establishments excluded from the panel.

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TABLE 2.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS,  
BY KIND OF BUSINESS AND GEOGRAPHIC AREA

ITEM	OCTOBER 1976	SEPTEMBER 1976
	SALES (\$1,000)	SALES (\$1,000)
MANUFACTURERS' NET SALES OF CONFECTIONERS, TOTAL . . . . .	261,099	307,346
ESTIMATED TOTAL SALES OF MANUFACTURER-RETAILER, TOTAL . . .	12,168	19,512
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA, UNITED STATES TOTAL . . . . .	248,931	287,834
NEW ENGLAND . . . . .	11,868	13,261
MIDDLE ATLANTIC . . . . .	115,582	131,739
NEW YORK AND NEW JERSEY . . . . .	36,616	41,836
PENNSYLVANIA . . . . .	78,966	89,903
EAST NORTH CENTRAL . . . . .	68,837	91,118
ILLINOIS . . . . .	55,460	75,002
OHIO AND INDIANA . . . . .	9,395	9,399
MICHIGAN AND WISCONSIN . . . . .	3,982	6,717
WEST NORTH CENTRAL . . . . .	7,181	7,182
MINNESOTA, KANSAS, S. DAKOTA & NEBRASKA . . . . .	4,032	4,643
IOWA AND MISSOURI . . . . .	3,149	2,539
SOUTH ATLANTIC . . . . .	15,947	13,033
MARYLAND, DISTRICT OF COLUMBIA, VIRGINIA, WEST VIRGINIA, NORTH CAROLINA, AND SOUTH CAROLINA . . . . .	4,838	5,044
GEORGIA AND FLORIDA . . . . .	11,109	7,989
EAST SOUTH CENTRAL (KENTUCKY, TENNESSEE, ALABAMA, AND MISSISSIPPI) . . . . .	6,521	3,464
WEST SOUTH CENTRAL (ARKANSAS, LOUISIANA, OKLAHOMA, AND TEXAS) . . . . .	8,876	10,196
MOUNTAIN (ARIZONA, COLORADO, IDAHO, NEW MEXICO, AND UTAH) . . . . .	2,004	1,971
PACIFIC . . . . .	12,115	15,870
CALIFORNIA . . . . .	11,311	15,018
WASHINGTON AND OREGON . . . . .	804	852

TABLE 3.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS,  
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PRODUCT CODE	TYPE OF PRODUCT	OCTOBER 1976		SEPTEMBER 1976	
		QUANTITY - THOUSAND POUNDS	VALUE - THOUSAND DOLLARS	QUANTITY - THOUSAND POUNDS	VALUE - THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS. . . . .	214,602	181,132	278,004	233,940
2065300	PACKAGE GOODS. . . . .	110,499	90,681	132,369	109,927
2060114	BAR GOODS. . . . .	62,301	57,989	88,715	80,804
2065201	5 CENT AND 10 CENT SPECIALTIES . . . . .	19,948	20,709	24,549	26,655
2060121	BULK GOODS, INCLUDING PENNY GOODS. . . . .	21,854	11,753	32,371	16,554

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Confectionery, Including  
Chocolate Products

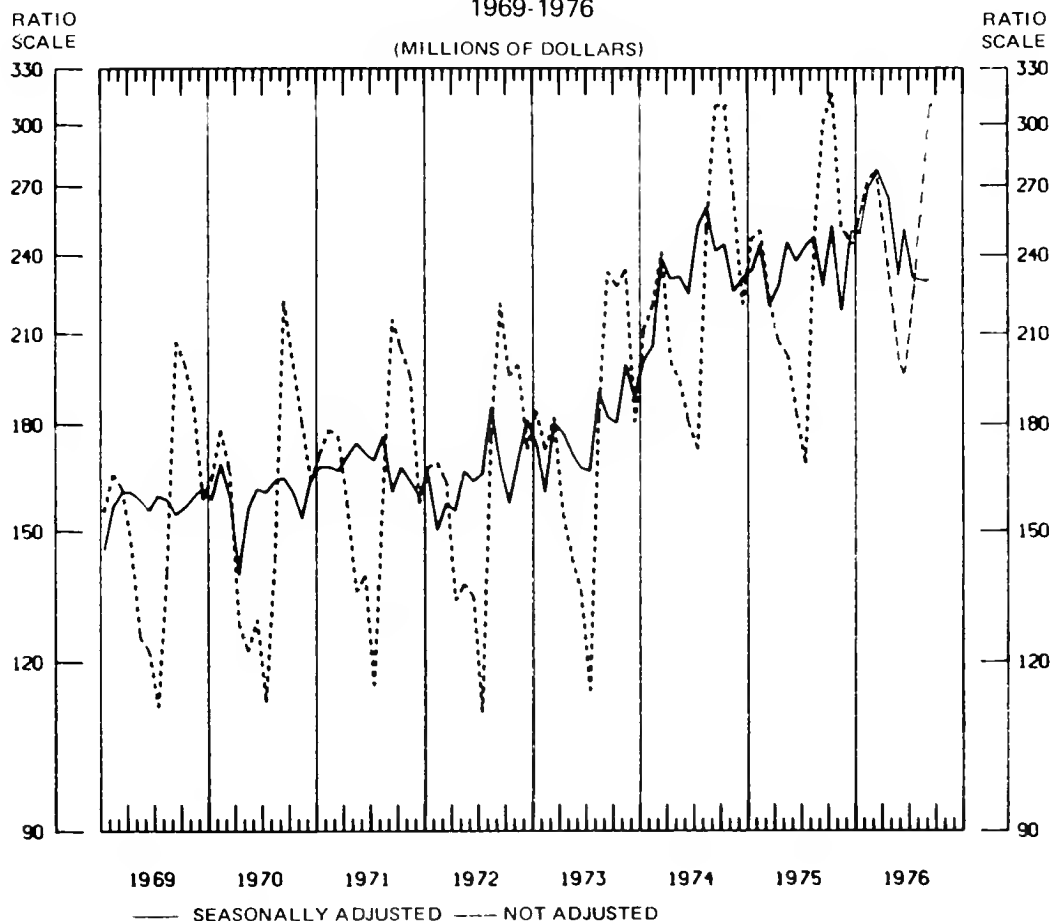
November 1976



Issued January 1977

SERIES: M20C(76)-11

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CONFECTIONERY MANUFACTURERS' NET SALES  
1969-1976

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October.....	232	307	April.....	227	207
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August.....	236	234	February.....	244	250
July.....	228	157	January.....	233	246
June.....	249	192			
May.....	237	196	1974		
April.....	261	238	December.....	230	220
March.....	276	277	November.....	223	265
February.....	263	270	October.....	245	309
January.....	245	259	September.....	242	309
1975			August.....	250	251
December.....	246	241	July.....	248	172
November.....	218	251	June.....	234	180
October.....	252	316	May.....	231	193
September.....	227	300	April.....	221	200
August.....	247	245	March.....	236	241
July.....	243	168	February.....	214	220
			January.....	198	211

Note: The data shown in tables 1 and 2 of this report include from 15 to 25 percent estimation for nonresponse and for small establishments excluded from the panel.

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TABLE 2.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS, BY KIND OF BUSINESS AND GEOGRAPHIC AREA

ITEM	NOVEMBER 1976	OCTOBER 1976	NOVEMBER 1975
	SALES	SALES	SALES
	(\$1,000)	(\$1,000)	(\$1,000)
MANUFACTURED NET SALES OF CONFECTIONERY, TOTAL.....	283,710	267,300	250,839
ESTIMATED SALES OF MANUFACTURER-RETAILERS, TOTAL.....	22,105	14,519	22,971
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA, UNITED STATES TOTAL.....	261,605	252,781	227,868
NEW ENGLAND.....	9,679	11,868	11,556
MIDDLE ATLANTIC.....	115,769	114,318	94,722
NEW YORK AND NEW JERSEY.....	37,872	35,214	32,043
PENNSYLVANIA.....	77,897	79,104	62,679
EAST NORTH CENTRAL.....	67,626	71,032	59,679
ILLINOIS.....	55,414	57,655	48,591
OHIO AND INDIANA.....	8,386	9,395	8,161
MICHIGAN AND WISCONSIN.....	3,826	3,982	2,927
WEST NORTH CENTRAL.....	14,414	7,193	12,674
MINNESOTA, KANSAS, S. DAKOTA & NEBRASKA.....	11,858	4,024	10,809
IOWA AND MISSOURI.....	2,556	3,169	1,865
SOUTH ATLANTIC.....	22,403	15,947	20,172
MARYLAND, DISTRICT OF COLUMBIA, VIRGINIA, WEST VIRGINIA, NORTH CAROLINA, AND SOUTH CAROLINA.....	13,545	4,838	12,251
GEORGIA AND FLORIDA.....	8,858	11,109	7,921
EAST SOUTH CENTRAL (KENTUCKY, TENNESSEE, ALABAMA, AND MISSISSIPPI).....	4,419	6,520	4,130
WEST SOUTH CENTRAL (ARKANSAS, LOUISIANA, OKLAHOMA, AND TEXAS).....	10,283	10,167	8,614
MOUNTAIN (ARIZONA, COLORADO, IDAHO, NEW MEXICO, AND UTAH).....	5,381	2,683	4,987
PACIFIC.....	11,631	13,053	11,334
CALIFORNIA.....	(D)	(D)	10,034
WASHINGTON AND OREGON.....	(D)	(D)	1,300

(D) Withheld to avoid disclosing figures for individual companies.

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	TOTAL SALES OF SELECTED ESTABLISHMENTS. . . . .	227,890	193,814	218,012	184,157	191,349	160,067
2065300	PACKAGE GOODS. . . . .	116,094	98,063	112,699	92,951	106,196	87,143
2060114	BAR GOODS. . . . .	64,338	54,101	62,340	57,986	48,008	45,186
2065201	5 CENT AND 10 CENT SPECIALTIES . . . . .	22,710	23,439	20,216	21,031	16,634	16,261
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**Sales of Manufacturer-Wholesalers** and chocolate-manufacturer sales represent f.o.b. plant value and exclude resales of goods purchased from other manufacturers or received from other plants of the reporting company.

**Sales of Manufacturer-Retailers** represent the value of goods transferred to retail outlets; they are approximately the commercial wholesale sales value and not the retail price to the consumer.

**Products**—In this survey, data are collected only for consumer type confectionery goods. Such data exclude cough drops, medicated candy, chewing gum, roasted peanuts, unsweetened popcorn, and fountain syrup.

**Bar Goods**—Bar goods includes plain, coated and molded bars with or without nuts which are wrapped with not more than two pieces to the individual consumer unit; the consumer units are retailed separately or in economy packages.

**Bulk Goods**—Bulk goods includes penny goods, hard candies, coated nuts, peanut brittle, unpackaged chocolates, etc., usually wholesaled in containers over 5 pounds and weighted out by the retailer to be sold by the pound or fraction thereof.

**Packaged Goods**—This includes assorted chocolate and other confections packaged in consumer-type boxes, bags, window boxes, etc., designed to retail at \$1 or more, 50 cents to 99 cents, and less than 50 cents per pound. Miniature bars are included here as are packages of marshmallows, sugar coated popcorn, and similar packaged confections.

**5-Cent and 10-Cent Specialties**—These are confectionery items of more than two pieces to the individual consumer-unit and novelty items, intended to retail at the above prices. Rolls or packets of mints, fruit drops, holiday novelties, candy toys and similar types of confections are included but cough drops and chewing gum are excluded.

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# CURRENT INDUSTRIAL REPORTS

## Confectionery, Including Chocolate Products

December 1976

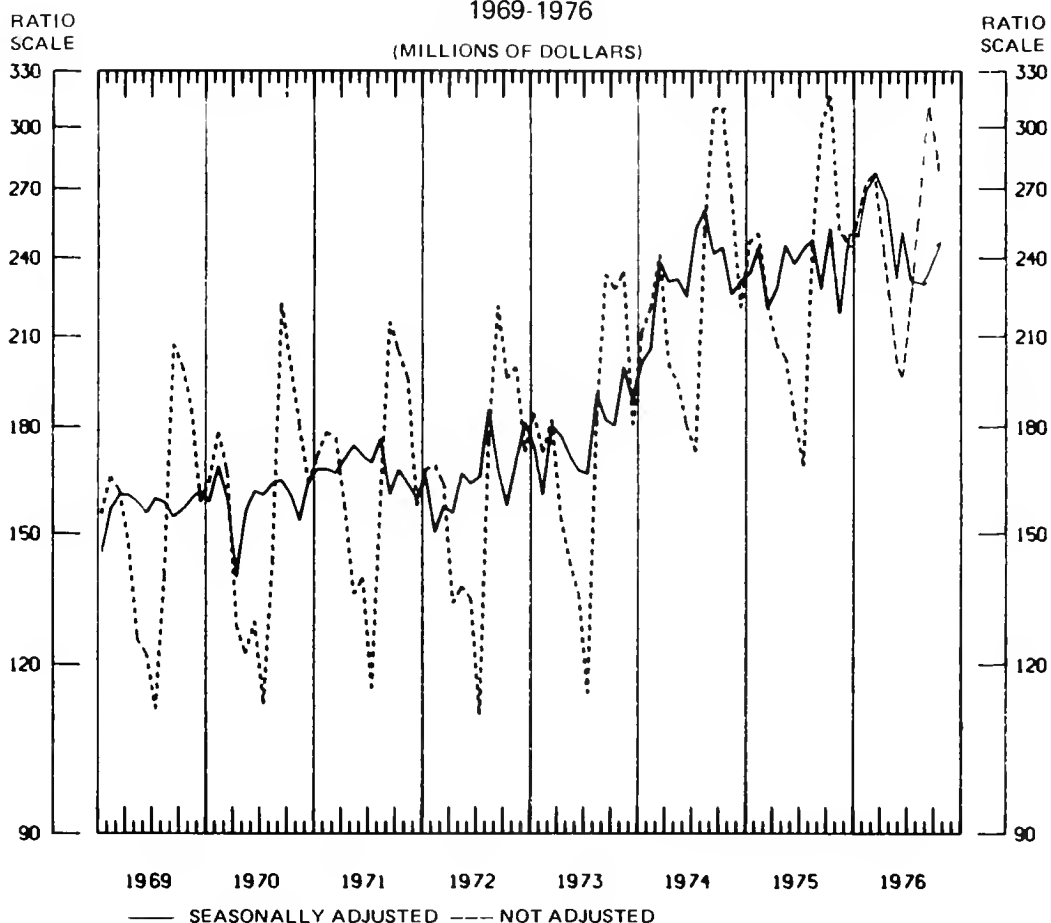


Issued February 1977

SERIES: M20C(76)-12

The statistics in table 1 of this publication are based on a survey of manufacturers and represent the entire U.S. sales of confectionery by manufacturing establishments. The data in table 2 are also complete except that manufacturer-retailers are excluded. Estimates are included for establishments whose reports were not received in time for tabulation. A more complete description of the survey appears on pages 3 and 4.

### CONFECTIONERY MANUFACTURERS' NET SALES 1969-1976



Inquiries concerning these figures should be addressed to the U.S. Department of Commerce, Bureau of the Census, Industry Division, Washington, D.C. 20233, or call Kathy Ludgate, (301) 763-2414.

U.S. Department of Commerce BUREAU OF THE CENSUS

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Table 1.--SUMMARY OF UNITED STATES MANUFACTURERS' NET SALES OF CONFECTIONERY: 1974 TO 1976

(Millions of dollars)

Month and year	Total <sup>1</sup> (seasonally adjusted)	Total <sup>1</sup> (not seasonally adjusted)	Month and year	Total <sup>1</sup> (seasonally adjusted)	Total <sup>1</sup> (not seasonally adjusted)
1976			1975--Continued		
December.....	237	232	June.....	237	183
November.....	244	282	May.....	245	202
October.....	213	267	April.....	227	207
September.....	232	307	March.....	220	221
August.....	236	234	February.....	244	250
July.....	228	157	January.....	233	246
June.....	249	192			
May.....	237	196	1974		
April.....	261	238	December.....	230	220
March.....	276	277	November.....	223	265
February.....	263	270	October.....	245	309
January.....	245	259	September.....	242	309
			August.....	250	251
1975			July.....	248	172
December.....	246	241	June.....	234	180
November.....	218	251	May.....	231	193
October.....	252	316	April.....	221	200
September.....	227	300	March.....	236	241
August.....	247	245	February.....	214	220
July.....	243	168	January.....	198	211

Note: The data shown in tables 1 and 2 of this report include from 15 to 25 percent estimation for nonresponse and for small establishments excluded from the panel.

<sup>1</sup>Data include manufacturer-retailers. See "Explanation of Terms" on page 4.

TABLE 2.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS, BY KIND OF BUSINESS AND GEOGRAPHIC AREA

ITEM	DECEMBER 1976 SALES (\$1,000)	NOVEMBER 1976 SALES (\$1,000)	DECEMBER 1975 SALES (\$1,000)
MANUFACTURED NET SALES OF CONFECTIONERY, TOTAL . . . . .	232,344	282,202	240,589
ESTIMATED SALES OF MANUFACTURERS-RETAILERS, TOTAL . . . . .	38,211	22,105	49,852
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA, UNITED STATES TOTAL . . . . .	194,133	260,097	190,737
NEW ENGLAND . . . . .	9,385	9,695	14,590
MIDDLE ATLANTIC . . . . .	94,791	114,905	82,766
NEW YORK AND NEW JERSEY . . . . .	24,138	37,486	27,772
PENNSYLVANIA . . . . .	70,653	77,419	54,994
EAST NORTH CENTRAL . . . . .	46,957	66,365	49,381
ILLINOIS . . . . .	37,921	54,717	41,104
OHIO AND INDIANA . . . . .	4,313	7,822	5,134
MICHIGAN AND WISCONSIN . . . . .	4,723	3,826	3,143
WEST NORTH CENTRAL . . . . .	7,988	14,737	8,703
MINNESOTA, KANSAS, S. DAKOTA & NEBRASKA . . . . .	6,290	11,858	6,865
IOWA AND MISSOURI . . . . .	1,698	2,879	1,838
SOUTH ATLANTIC . . . . .	11,163	22,399	12,716
MARYLAND, DISTRICT OF COLUMBIA, VIRGINIA, WEST VIRGINIA, NORTH CAROLINA, AND SOUTH CAROLINA . . . . .	7,271	13,541	7,768
GEORGIA AND FLORIDA . . . . .	3,892	8,858	4,948
EAST SOUTH CENTRAL (KENTUCKY, TENNESSEE, ALABAMA, AND MISSISSIPPI) . . . . .	2,233	4,419	2,287
WEST SOUTH CENTRAL (ARKANSAS, LOUISIANA, OKLAHOMA, AND TEXAS) . . . . .	8,100	10,503	6,968
MOUNTAIN (ARIZONA, COLORADO, IDAHO, NEW MEXICO, AND UTAH) . . . . .	3,087	5,443	3,210
PACIFIC . . . . .	10,429	11,631	10,116
CALIFORNIA . . . . .	(D)	(D)	8,906
WASHINGTON AND OREGON . . . . .	(D)	(D)	1,210

(D) Withheld to avoid disclosing figures for individual companies.

TABLE 3.--POUNOAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS,  
BY TYPE OF CONFECTIONERY

PRODUCT CODE	TYPE OF PRODUCT	DECEMBER 1976		NOVEMBER 1976		DECEMBER 1975	
		QUANTITY THOUSAND POUNDS	VALUE THOUSAND DOLLARS	QUANTITY THOUSAND POUNDS	VALUE THOUSAND DOLLARS	QUANTITY THOUSAND POUNDS	VALUE THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS. . . . .	164,231	145,832	226,267	192,053	169,675	141,814
	PACKAGE GOODS MADE TO RETAIL AT. . . . .	78,948	69,960	114,775	97,031	82,633	66,070
2060114	BAR GOODS. . . . .	53,159	51,362	64,830	58,967	54,060	50,543
2065201	5 CENT AND 10 CENT SPECIALTIES. . . . .	15,728	15,665	22,450	23,124	15,814	15,923
2060121	BULK GOODS, INCLUDING PENNY GOODS. . . . .	16,396	8,845	24,212	12,931	17,168	9,278

### DESCRIPTION OF SURVEY

The statistics in this publication were collected on Census monthly Form M20C.1, "Confectionery Survey by Type of Confectionery," and Census monthly Form M20C.2, "Confectionery Survey" from a sample of approximately 330 confectionery manufacturing establishments which account for approximately 90 percent of the total U.S. manufacturers' sales of confectionery products. The proportion estimated for the establishments which are not on the reporting panel varies by State and is based on their sales as reported in the 1967 Census of Manufactures.

The statistics presented in table 1 represent industry total sales figures which are based on the combined monthly sales totals reported by the panel and which include estimates.

Approximately 250 of the respondents are mailed form M20C.2 on which the total monthly sales figure is the only item reported. The remaining establishments on the panel, which form a group of about 80 of the large manufacturer-wholesaler and chocolate-manufacturing concerns, report on form M20C.1 on which detail by type of confectionery is requested in addition to the total sales figure.

The aggregate figures for this group, which are presented in Table 3, account for approximately 55 to 60 percent of the total estimated sales as shown in Table 1. While a majority of the largest companies are included in Table 3, it should be noted that the mailing

panel for this table is held constant so that the data shown are comparable from month to month. Therefore, these data should be used for purposes of following trends only, but the data user should be aware that it is possible for companies' production and sales who do not report these detailed data to move in a different direction from the reported data.

The current month's figures include estimates for respondents in the reporting panel whose reports were not received in time for tabulation as well as for small respondents excluded from the panel. Missing figures for companies in the reporting panel are imputed from the month-to-month movements shown by reporting firms. The overall imputation rate is generally limited to 25 percent, including about 10 percent for small respondents excluded from the monthly panel. Individual items with higher imputation rates are footnoted.

The imputation rate is not an explicit indicator of the potential error in published figures due to non-response, both because the actual monthly movements for nonrespondents may or may not closely agree with the imputed movements, and because the estimates for nonpanel cases may not reflect their current activity. The probable range of difference between the actual and imputed figures is unknown. The degree of uncertainty regarding the accuracy of the data, however, increases as the percentage of imputation increases. Figures with imputation rates above 25 percent, particularly, should be used with caution.

Statistics for previous months may be revised, due to receipt of corrected data from respondents, including large reports for which estimates were made, and other corrections. Figures which were revised significantly are indicated by footnotes.

### REPORTING PERIOD ADJUSTMENT

Beginning January 1971 the data were adjusted for number of working days in the reporting period to compensate for differences in individual company reporting patterns (i.e., calendar month, 4-week, 5-week periods). Based on a study of large confectionery manufacturers, it has been determined that the calendar month accounting system prevails in the industry. Hence, adjustments have been made to those reporting on other than a calendar month basis.

### SEASONAL ADJUSTMENT

This report presents seasonally adjusted data in table 1. The seasonal adjustment program largely eliminates the effect of normal seasonal variations (including variations due to vacations, weather, etc.) as measured over the time period for which the data were used. The resulting information thus provides a better measure than the original data of the month-to-month variations which are due to factors that are not associated with a repetitive seasonal pattern. This program is amply described in the literature on this method.

### RELATED REPORTS

An annual Current Industrial Report which includes only summary data is published in this series. This report consists partly of totals from the monthly reports and partly of data obtained as the result of a joint survey by the Bureau of the Census and Bureau of Domestic Commerce. In this joint undertaking, various statistics on confectionery are collected on Census Form MA-20D. The results of the survey are published in detail in a report entitled, "Confectionery Manufacturers, Sales and Distribution" published by the Bureau of Domestic Commerce.

### EXPLANATION OF TERMS

**Manufacturer-Wholesalers**—Confectionery manufacturing establishments which sell primarily to wholesalers or retailers. This category includes chocolate manufacturers.

**Manufacturer-Retailers**—Confectionery manufacturing establishments which sell primarily through their own retail outlets. Establishments which have only one retail outlet are not classified in manufacturing.

**Sales of Manufacturer-Wholesalers** and chocolate-manufacturer sales represent f.o.b. plant value and exclude resales of goods purchased from other manufacturers or received from other plants of the reporting company.

**Sales of Manufacturer-Retailers** represent the value of goods transferred to retail outlets; they are approximately the commercial wholesale sales value and not the retail price to the consumer.

**Products**—In this survey, data are collected only for consumer type confectionery goods. Such data exclude cough drops, medicated candy, chewing gum, roasted peanuts, unsweetened popcorn, and fountain syrup.

**Bar Goods**—Bar goods includes plain, coated and molded bars with or without nuts which are wrapped with not more than two pieces to the individual consumer unit; the consumer units are retailed separately or in economy packages.

**Bulk Goods**—Bulk goods includes penny goods, hard candies, coated nuts, peanut brittle, unpackaged chocolates, etc., usually wholesaled in containers over 5 pounds and weighted out by the retailer to be sold by the pound or fraction thereof.

**Packaged Goods**—This includes assorted chocolate and other confections packaged in consumer-type boxes, bags, window boxes, etc., designed to retail at \$1 or more, 50 cents to 99 cents, and less than 50 cents per pound. Miniature bars are included here as are packages of marshmallows, sugar coated popcorn, and similar packaged confections.

**5-Cent and 10-Cent Specialties**—These are confectionery items of more than two pieces to the individual consumer-unit and novelty items, intended to retail at the above prices. Rolls or packets of mints, fruit drops, holiday novelties, candy toys and similar types of confections are included but cough drops and chewing gum are excluded.



U.S. Department of Commerce  
BUREAU OF THE CENSUS

# Confectionery, Including Chocolate Products

SUMMARY FOR 1976

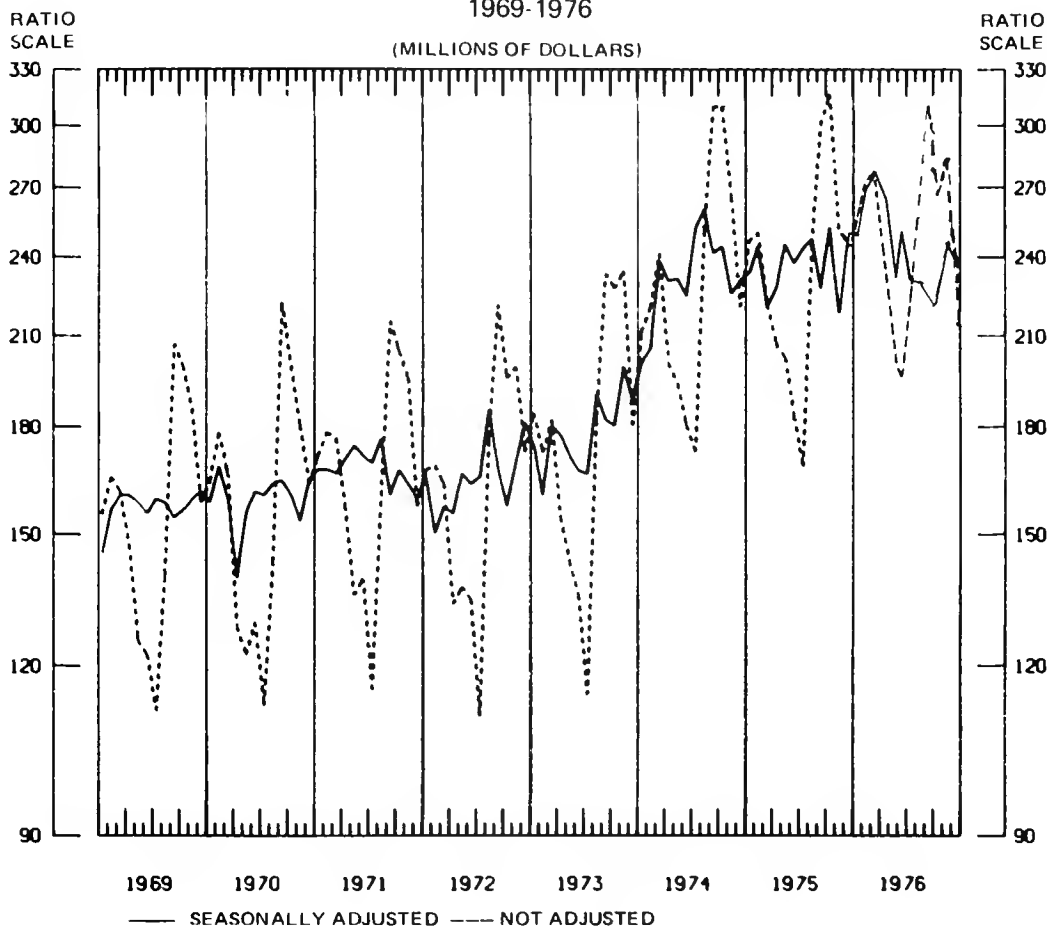
M20C(76)-13  
Issued May 1977

*M 20 C (76) - 13*  
SUMMARY OF FINDINGS

Total value of shipments of confectionery for 1976 increased 3 percent from 1975. Increases were shown for bar goods, package goods made to retail at \$0.50 or more per

pound and bulk goods. 5- and 10-cent specialties were virtually unchanged, while package goods made to retail at less than \$0.50 per pound showed a 9 percent decrease and penny goods showed a 14 percent decrease from 1975 to 1976. Quantity of

CONFECTIONERY MANUFACTURERS' NET SALES  
1969-1976



Address inquiries concerning these figures to U.S. Department of Commerce, Bureau of the Census, Industry Division, Washington, D.C. 20233, or call Cathy Ludgate, (301) 763-2414.

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shipments showed trends corresponding to value of shipments with unit price increases in bar goods, bulk goods, and penny goods and unit-price decreases in package goods and specialties.

## DESCRIPTION OF SURVEY

*Scope of Survey*—This survey includes U.S. firms engaged in the manufacture of confectionery products.

*Sampling Description*—The data shown in this publication were collected on Bureau of the Census monthly Form M-20C.1, Confectionery by Type of Confectionery; and Form M-20C.2, Confectionery. The aggregates published in this report have been compiled from a sample of approximately 330 manufacturing establishments accounting for 90 percent of the total U.S. manufacturers' sales of confectionery products.

The universe for this new sample was the 1967 Census of Manufactures. Approximately 700 small establishments are in the nonmail universe. Their sales data are estimated, based on their 1967 Census of Manufactures report.

The monthly reporting panel was selected by arraying the reporting units in descending order by size for each product line and then choosing a sufficient number of respondents (beginning with the largest) to yield a coverage of approximately 90 percent for each product line.

The statistics presented in table 1 represent industry total sales figures which are based on the combined monthly sales totals reported by the panel and which include estimates.

Approximately 250 of the respondents are mailed form M-20C.2, on which the total monthly sales figure is the only item reported. The remaining establishments on the panel, which form a group of about 80 of the large manufacturer-wholesaler and chocolate-manufacturing concerns, report on form M20C.1, on which detail by type of confectionery is requested in addition to the total sales figure.

In addition, detailed annual reports on sales by type of confectionery ingredients used, and sales by class of customer were collected on an annual basis on Census form MA20D from a reporting panel of large establishments.

*Survey Error*—Figures for the current month include estimates for respondents in the reporting panel whose reports were not received in time for tabulation as well as for small respondents excluded from the panel. Missing figures for companies in the reporting panel are imputed from the month-to-month movements shown by reporting firms. The overall imputation rate is generally limited to 25 percent, including about 10 percent for small respondents excluded from the monthly panel. Individual items with higher imputation rates are footnoted.

The imputation rate is not an explicit indicator of the potential error in published figures due to nonresponse, both because the actual monthly movements for nonrespondents may or may not closely agree with the imputed movements, and because the estimates for nonpanel cases may not reflect their current activity. The probable range of difference between the actual and imputed figures is unknown. The degree of uncertainty regarding the accuracy of the data, however, increases as the percentage of imputation increases. Figures with imputation rates above 25 percent, particularly, should be used with caution.

*Revision to Previous Period Data*—Statistics for previous months may be revised due to receipt of corrected data from respondents, including late reports for which estimates were

made, and other corrections. Figures which have been revised by more than 5 percent from previously published figures are indicated by footnotes.

*Dollar Adjustment*—All dollar figures included in the publication are in current (not constant) dollars.

*Reporting Period Adjustment*—Beginning January 1971, the data were adjusted for the number of working days in the reporting period to compensate for differences in individual company reporting patterns, i.e., calendar month, 4-week, 5-week periods. It has been determined that the calendar month accounting system prevails in this industry. Hence, adjustments have been made to those reporting on other than a calendar month basis.

*Seasonal Adjustment*—This report presents seasonally adjusted data in table 2 for selected series shown in table 2. The data were seasonally adjusted using the X-11 variant of the Bureau of the Census method II seasonal adjustment program. This program is a ratio-to-moving average method. It largely eliminates the effect of seasonal variations (intra-year variation repeated constantly from year to year) within the series. The seasonally adjusted data provide a better measure of the month-to-month variations which are due to factors other than seasonal pattern. Additional information concerning seasonal adjustment is available in the seasonal adjustment supplement issued in this series.

## EXPLANATION OF TERMS

*Manufacturer-Wholesalers*—Confectionery manufacturing establishments which sell primarily to wholesalers or retailers. This category includes chocolate manufacturers.

*Manufacturer-Retailers*—Confectionery manufacturing establishments which sell primarily through their own retail outlets. Establishments which have only one retail outlet are not classified in manufacturing.

*Sales of Manufacturer-Wholesalers and Sales of Chocolate Manufacturers* represent f.o.b. plant value and exclude resales of goods purchased from other manufacturers or received from other plants of the reporting company.

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**5-Cent and 10-Cent Specialties**—These are confectionery items of more than two pieces to the individual consumer-unit and novelty items, intended to retail at the above prices. Rolls or packets of mints, fruit drops, holiday novelties, candy toys and similar types of confections are included but cough drops and chewing gum are excluded.

## HISTORICAL NOTE

This survey was begun in 1926 by the Bureau of the Census and has continued as a monthly report for the past 50 years. Historical data may be obtained from *Current Industrial Reports* (called *Facts for Industry* before 1959), available at your local Federal Depository Library.

## RELATED REPORTS

This report is the result of a joint effort by the Bureau of Domestic Commerce and the Bureau of the Census and includes only summary data. More detailed statistics, based on the annual survey, appear in the report entitled, **Confectionery Manufacturer's Sales and Distribution, 1976**, published by the Bureau of Domestic Commerce.

The Bureau of the Census also publishes reports on other related products as follows:

Series	Frequency	Title
<i>Current Industrial Reports</i>		
13-1	Monthly	Manufacturers' Shipments, Inventories, and Orders

Series	Frequency	Title
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## *Foreign Trade Reports*

FT-410	Monthly	U.S. Exports—Schedule B—Commodity by Country
FT-135	Monthly	U.S. General Imports—Schedule A—Commodity by Country

## CONTACTS FOR DATA USERS

Subject Area	Contact	Phone Number
Current Industrial Report M20C	Kathleen Ludgate	(301) 763-2414
Foreign Trade publications	Paul Finn	(301) 763-5140
To order a Census publication	Dorothy Dunham	(301) 763-7472
To order microfilm of Census publications	Theresa Allen	(301) 763-5042

## ACKNOWLEDGMENTS

This report was prepared in the Industry Division, Bureau of the Census, under the direction of Robert J. Nealon, Chief, Current Nondurables Branch, and Carole Klein, Chief, Food, Apparel, and Textiles Section. Kathleen Ludgate was directly responsible for the review of the data and preparation of the report. Milton Eisen, Chief of the Division, and James S. Werking, Assistant Chief for Current Programs, provided overall direction and coordination to this project.

Table 1A.--SUMMARY OF MANUFACTURERS' SALES OF CONFECTIONERY PRODUCTS: 1963 TO 1976

(In millions)							
Year	Pounds	Value	Per capita consumption <sup>1</sup> (pounds)	Year	Pounds	Value	Per capita consumption <sup>1</sup> (pounds)
1976.....	3,467	2,912	17.0	1969.....	3,968	1,870	20.2
1975.....	3,357	2,830	16.3	1968.....	3,907	1,756	20.3
1974.....	3,651	2,771	17.8	1967.....	3,769	1,645	19.6
1973.....	3,807	2,141	18.6	1966.....	3,668	1,544	19.2
1972.....	3,793	1,976	18.8	1965.....	3,474	1,429	18.2
1971.....	3,870	1,974	19.3	1964.....	3,403	1,395	18.2
1970.....	3,938	1,910	19.9	1963.....	3,269	1,319	17.7

Note: Includes all known producers of confectionery and competitive chocolate products, except retail confectioners with a single location. From 15 to 25 percent of the data are estimated for nonresponse and for small establishments excluded from the panel.

<sup>1</sup>Production plus imports minus exports divided by population, including Armed Forces abroad, as of July 1, 1976.  
Source of population data: U.S. Bureau of the Census, "Current Population Reports," Series P-25, No. 646.

Table 1B.--QUANTITY AND VALUE OF SHIPMENTS OF CONFECTIONERY PRODUCTS: 1976, 1975 AND 1974

(Quantity in millions of pounds; value in millions of dollars)							
Census product class code	Class of products	CIR series MA-20D, 1976		CIR series MA-20D, 1975		CIR series MA-20D, 1974	
		Quantity	Value	Quantity	Value	Quantity	Value
	TOTAL.....	3,466.7	2,912.0	3,356.7	2,830.0	3,651.4	2,771.0
	Not reported <sup>1</sup> .....	95.1	67.3	300.0	227.9	443.4	441.6
	Reported.....	3,371.6	2,844.7	3,056.7	2,602.1	3,208.0	2,329.4
20651	Bar goods.....	1,078.0	990.3	932.2	895.5	938.3	737.1
20652	5- and 10-cent specialties.....	329.2	289.5	339.1	290.7	333.3	244.1
20653	Package goods made to retail at:						
	\$1.00 or more per pound.....	698.8	864.5	644.4	790.4	620.9	704.9
	\$0.50 to \$0.99 per pound.....	525.5	353.5	416.2	288.5	439.0	256.0
	Less than \$0.50 per pound.....	324.0	120.4	368.9	132.0	471.6	188.2
20654	Bulk goods.....	341.1	175.9	258.9	146.4	292.7	141.2
20655	Penny goods.....	75.0	50.6	97.0	58.6	112.2	57.9

<sup>1</sup>Quantity estimates for the not reported category are derived from reports of respondents reporting both quantity and value on a geographical basis. For 1975, these reports accounted for approximately 91 percent of the total confectionery manufacturers sales, whereas, in 1976, these reports accounted for 96 percent of total sales. For further information, see footnote 1, table 4.

Table 2.--VALUE OF MANUFACTURERS' SALES OF CONFECTIONERY PRODUCTS, BY MONTH: 1976 AND 1975

(Millions of dollars)				
Month	1976		1975	
	Seasonally adjusted	Unadjusted	Seasonally adjusted	Unadjusted
TOTAL.....	(X)	2,912	(X)	2,830
January.....	245	259	233	246
February.....	263	270	244	250
March.....	276	277	220	221
April.....	261	238	227	207
May.....	237	196	245	202
June.....	249	192	237	183
July.....	228	157	243	168
August.....	236	234	247	245
September.....	232	307	227	300
October.....	213	267	252	316
November.....	244	282	218	251
December.....	238	233	246	241

(X) Not applicable.

Table 3.--TOTAL CONFECTIONERS' SHIPMENTS BY KIND OF BUSINESS AND AREA OF PLANT LOCATION: 1976 AND 1975

Item	1976		1975		Average unit value (dollars)	
	Pounds (1,000)	Value <sup>1</sup> (\$1,000)	Pounds (1,000)	Value <sup>1</sup> (\$1,000)	1975	1974
UNITED STATES, TOTAL.....	3,466,667	2,912,000	3,356,732	2,830,000	.84	.84
By kind of business:						
Manufacturer-retailers.....	109,842	255,379	110,499	220,998	2.32	2.00
Manufacturer-wholesalers including chocolate manufacturers.....	3,356,825	2,656,621	3,246,233	2,609,002	.79	.80
MANUFACTURER-WHOLESALERS INCLUDING CHOCOLATE-MANUFACTURERS BY AREA OF PLANT LOCATION.....	3,356,825	2,656,621	3,246,233	2,609,002	.79	.80
New England.....	170,643	143,340	198,489	152,837	.84	.77
Middle Atlantic, total.....	(S)	1,173,955	(S)	1,125,275	(S)	(S)
New York and New Jersey.....	(S)	396,143	(S)	378,097	(S)	(S)
Pennsylvania.....	713,589	777,812	685,484	747,178	1.09	1.09
East North Central, total.....	1,119,872	785,526	1,090,941	781,850	.70	.72
Illinois.....	958,572	651,829	943,209	650,814	.68	.69
Ohio and Indiana.....	114,534	81,319	105,640	87,681	.71	.83
Michigan and Wisconsin.....	46,766	52,378	42,092	43,355	1.12	1.03
West North Central, total.....	(S)	94,563	(S)	94,480	(S)	(S)
Minnesota, Kansas, South Dakota and Nebraska.....	(S)	64,061	(S)	63,089	(S)	(S)
Iowa and Missouri.....	20,200	30,502	20,384	31,391	1.51	1.54
South Atlantic, total.....	171,705	159,455	187,840	164,542	.93	.88
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	80,084	76,080	80,869	76,826	.95	.95
Georgia and Florida.....	91,621	83,375	106,971	87,716	.91	.82
East South Central (Kentucky, Tennessee, Alabama, and Mississippi).....	57,157	38,867	49,782	33,852	.68	.68
West South Central (Arkansas, Louisiana, Oklahoma, and Texas).....	(S)	92,113	(S)	78,782	(S)	(S)
Mountain (Arizona, Colorado, Idaho, New Mexico, and Utah).....	38,343	28,374	39,467	31,574	.74	.80
Pacific (California, Washington, Oregon, and Hawaii).....	(S)	140,428	173,583	145,810	.60	.84

Note: Manufacturer-retailers include only those with 2 or more outlets.

<sup>1</sup>Revised. (S) Does not meet publication standards.

<sup>1</sup>Value figures in this table are summations of revised corresponding figures published in the monthly M20C series. Proportion estimated for establishments not on the reporting panel varies by geographic area. For the United States approximately 16 percent of the total value was estimated for 1976. In order to estimate quantity data, unit values were computed by geographic areas from the annual data collected on Bureau of the Census Form MA-20D. By applying these unit values to the corresponding value figures on the table, poundage data for each area were estimated.

Table 4.--CONFECTIONERY--SHIPMENTS, EXPORTS, IMPORTS, AND APPARENT CONSUMPTION: 1976 AND 1975

Manufacturers' shipments represent quantity and value (f.o.b. plant) of physical shipments, including interplant transfers, from establishments during each year. Export values are values at seaport, border point, or airport of exportation; they are based on selling price, including freight, insurance, and other charges to the port of exportation. Import values are generally the market values in the foreign country and exclude U.S. import duties, transportation, and insurance costs. Total import values and unit prices of imported commodities would thus tend to be understated relative to domestic output. Because manufacturers' shipments of certain products may be used as materials for incorporation into other products, it may not be valid to compare exports and imports with shipments for combinations of product groups. See "Limitations on the Comparison of Export, Import, and Output Data."

Item	Year	Manufacturers' shipments		Exports of domestic merchandise <sup>1</sup>		Percent exports to manufacturers' shipments		Imports for consumption <sup>2</sup>		Calculated import duty	Apparent consumption <sup>3</sup>		Percent imports to apparent consumption	
		Quantity (1,000 pounds)	Value f.o.b. plant (\$1,000)	Quantity (1,000 pounds)	Value at port (\$1,000)	Quantity	Value	Quantity (1,000 pounds)	Value in foreign country (\$1,000)		Quantity (1,000 pounds)	Value (\$1,000)	Quantity	Value
Confectionery <sup>4</sup>	1976	3,466,667	2,912,000	41,013	30,064	1.2	1.0	144,499	92,770	(NA)	3,570,153	2,974,706	4.30	3.35
	1975	3,356,732	2,830,000	33,554	25,432	1.0	0.9	141,289	101,423	(NA)	3,464,467	2,905,991	4.08	3.49

(NA) Not available.

<sup>1</sup>Source: Bureau of the Census Report FT 410, U.S. Exports Schedule B Commodity and Country. Schedule B numbers 0620115 and 0730020.

<sup>2</sup>Source: Bureau of the Census Report FT 146, U.S. Imports for Consumption and General Imports; TSUSA codes, 1563020, 1563045, 1571020, and 1571040.

<sup>3</sup>Apparent consumption is derived by subtracting exports from the total manufacturers' shipments plus imports.

<sup>4</sup>The import/export data shown in this table are directly related to the products reported on Current Industrial Report, M20C, Confectionery, including Chocolate Products. Items such as fruit glaces, popcorn, nuts, etc. are excluded.

## LIMITATIONS ON THE COMPARISON OF EXPORT, IMPORT, AND DOMESTIC OUTPUT DATA

Generally, it is somewhat easier to find a reasonable statistical basis for a comparison of exports with domestic output than for a comparison of imports with domestic output. Aside from the differences in the basic commodity classifications used, there are a substantial number of imported commodities which are not produced in the United States or are produced in very small quantities. On the other hand, the merchandise exported from the United States is ordinarily produced in this country and reflects items important in output.

There are other problems affecting the comparability of the three sets of data. Differences in methods of valuation is perhaps the principal such problem. There may be elements of duplication in output data but not in imports or exports; low-value transactions are excluded from data for individual export and import commodity classifications; and a small portion of manufacturing output is not allocated to detailed commodity lines. All of these factors affect comparability to some degree. For these reasons the relationships shown in this report should be considered as only approximations.

(a) *Valuation*—Domestic producers' shipments, or production, are usually valued at the point of production—the factory, mine, or farm.

On the other hand, exports are by definition values at the point of exportation—seaport, border point, or airport. Export values are the selling price, or cost if not sold, and include expenditures for freight, insurance, and other charges to the export point.

Further, the exporters' trade margin above costs increases the export values compared with producers' values. Information on the magnitude of this incremental margin on a commodity-by-commodity basis is not available.

The dollar value shown for imports in the basic statistics is defined ordinarily as the market value in the foreign country and excludes U.S. import duties, transportation, insurance, and other costs. In actual practice only the values reported for imports subject to an ad valorem rate of duty (accounting for 10 to 15 percent of total imports) tend to conform to this definition. For other imports, the reported values may inadvertently include ocean freight; intracompany shipments may reflect arbitrary values; etc.

Thus, import values tend to understate the unit prices at which imported goods are sold in the U.S. market, in that they do not cover transportation, insurance costs, import duties, and other costs. By the same token, the total value of imports relative to domestic output tends to be understated if viewed at the point of entry into the U.S. market. The calculated value of import duties is shown separately for each commodity line in the table, but sufficient information is not available on the

transportation, insurance, and other costs for individual commodities for those costs to be shown in this report.

(b) *Duplication in Quantity and Value of Output*—Because producers' shipments of some commodities may be used as materials for incorporation into other commodities, combinations of data for such commodities may contain a certain amount of duplication. Thus, percentages of exports to output or imports to apparent consumption (output plus imports minus exports) at 4-digit or broader levels may be understated.

Where the duplication is known to be substantial, the output data are appropriately noted in the table.

(c) *Low-Value Export and Import Transactions*—Commodity information is not shown for individual imports valued under \$251. For exports, commodity information is not reported for shipments individually valued under \$251 effective October 1969 and for shipments valued under \$100 prior to October 1969. This is believed to have only negligible effect on the statistics for the bulk of the commodities.

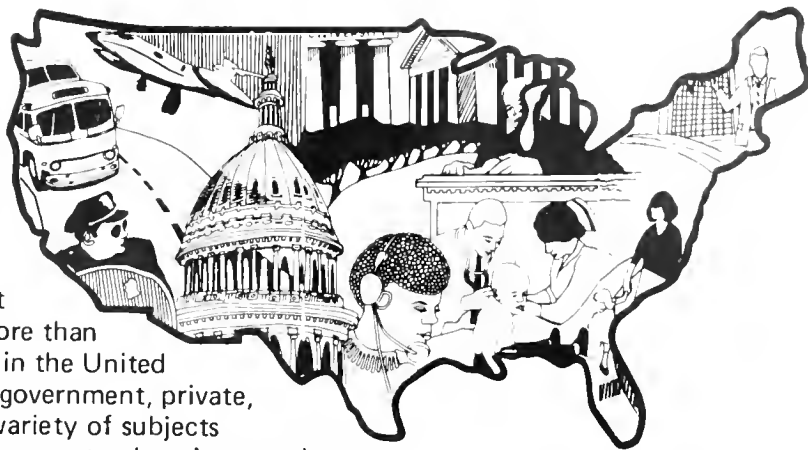
(d) *Manufacturers' Shipments, Not Specified by Kind*—The value of manufacturers' shipments at the 4-digit commodity level often includes a small amount which is not distributed among the individual 5-digit product classes. Export and import percentages at the more detailed levels might thus be slightly overstated.

(e) *Time Lag Between Output and Exports*—There will sometimes be a lag between the time a commodity is produced or shipped by the producer and the time it is actually exported. The time lag will usually be greater if the merchandise moves through intermediaries (wholesalers, exporters) rather than directly from producers into the export market. Ordinarily, this type of discrepancy would not be very important in annual figures.

(f) *"Direct" vs "Total" Commodity Exports*—The commodity export data in this report represent direct exports of those commodities. They do not include the exports of the commodities which are incorporated into other, more finished products and exported in finished form. Thus, by showing only direct exports, the relation of exports to output for intermediate products, such as steel shapes and forms, is considerably understated. The figure for steel exported as such, does not include steel incorporated in automobiles, tractors, etc., which are also exported.

(g) *Used Commodities*—With a few exceptions, used or rebuilt commodities are classified in the same import or export codes as is new merchandise. Percentages are thus overstated to the extent that used or rebuilt products are significant in trade.

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